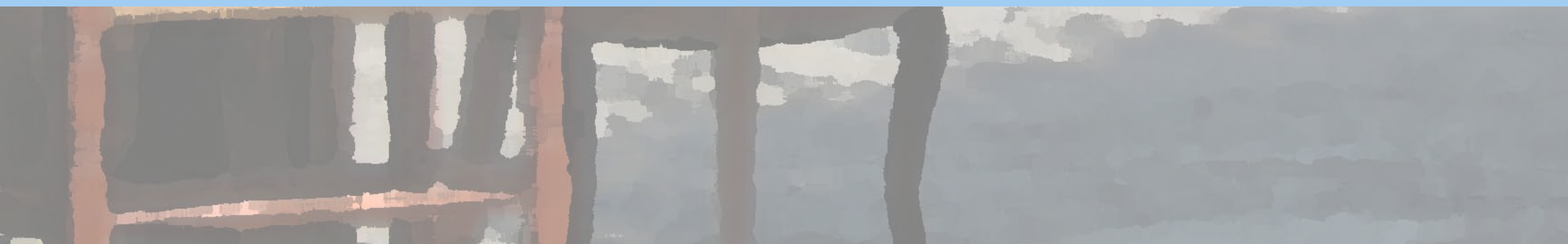




DOWNTOWN MASTER PLAN



THE LAWRENCE GROUP
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We would like to thank the Town of Pineville and the numerous citizens who participated in this exciting downtown planning process. This effort is a reflection of the community’s vision and serves as the foundation for a revitalized downtown. It is intended to guide the leaders of today and the visionaries of tomorrow.

*Craig Lewis
Principal in Charge*





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Executive Summary

The Town of Pineville, North Carolina is located in southern Mecklenburg County. Incorporated in 1873, Pineville is rich in history beginning with its distinction as the birthplace for James K. Polk the 11th President of the US. Formerly known for its pine forests and as a railroad stop, Pineville has preserved its historic past while growing commercially at a rapid pace. It is currently most known for its regional shopping destinations, including Carolina Place Mall and its antique shops on Main Street in downtown.

Based upon 2000 Census data, the Town is comprised of a total population of 3,449 (5% of the County’s population) with a median age of 31.7 years. In considering Pineville’s occupied housing units 33% of the population have been in residence prior to 1994. 20% moved in from 1995-1998 and 47% of the population moved to Pineville from 1999. Most notable is the census data that concludes that Pineville has experienced an increase in population from 1990 to 2000 of only 2.89%, while it’s household income increased by 40.21%.

From November 8th-November 15th, 2004, planners and designers with The Lawrence Group, Rose & Associates, Southeast, Inc., Henson-Harrington, Inc., Arnett Muldrow, Inc. and Kimley-Horn & Associates, Inc. collaborated with the Town of Pineville to develop a vision for the 450 acre Downtown area and its surroundings. The Pineville Downtown Master Plan is the culmination of this intensive community input and design process. It is designed to provide a foundation for revitalization/ redevelopment efforts for the historic downtown core, as well as guide future development of surrounding areas. At the time of the Plan preparation, the Town of Pineville was under a moratorium for new development which comprised the Study Area.

This designated area consists primarily of the southern most portion of the Town of Pineville. It incorporates land on both sides of the downtown Main Street. The study area boundaries are Highway 521/Polk Street, Lowery Street continuing around the southern edge of Pineville incorporating the Cone Mill-Pineville Plant, the town park, property owned by the Downs

family on both sides of Main Street and finally wrapping the property being developed by Bodycott.

The purpose of the Downtown Plan is threefold. First, the plan seeks to provide policy, programmatic, and capital investment recommendations for public buildings and infrastructure in the historic downtown. Second, it proposes a number of realistic private development opportunities specifically targeted throughout the heart of the Pineville community which are aimed at creating a more vibrant community to engage all who visit, work, and live in this special place. Third, the Plan recommends a series of marketing and branding strategies for the promotion of the Town of Pineville and the Downtown area.

Specific development strategies for this area include:

Transportation, Circulation & Parking

- Study the feasibility of a thoroughfare connection between NC 51 and Industrial Drive.
- Study the feasibility of a thoroughfare connection between North Polk Street and Leitner Drive.
- Adopt an Access Management Policy for the Downtown area thoroughfares.
- Improve the local street system to accommodate increased local traffic and peak-hour alternate routing.
- Coordinate parking in the Downtown area through new public lots, cross-access easements, and driveway connections.
- Protect right-of-way and land for a future CATS South Corridor Light Rail extension on the north side of NC 51.
- Realign Church Street and Johnston Street and consolidate the intersections at Main Street.

Civic Infrastructure

- Construct a Civic Plaza on Main Street anchored by a landmark Civic building.
- Investigate expansion options for the Town Hall, Police Station, Fire Station, and Post Office.
- Create a streetscape plan for Main Street and Polk Street that includes wide sidewalks, street trees, and decorative lighting that can be implemented incrementally.
- Develop Jack D. Hughes Memorial Park.

Private Development/Redevelopment

- Adopt new zoning districts and development standards that permit and encourage mixed-use development.
- Encourage higher density development within a 10 minute walk (1/2 mile) of Main Street.
- Streamline the permitting process for development in the Downtown area.
- Encourage the redevelopment of the Cone Mill site in a manner compatible with the surrounding historic mill village.
- Permit and encourage infill development consistent with this Master Plan.

Marketing & Branding Strategies

- Adopt a “popular” logo for marketing and branding.
- Design and deploy a new Town web site.
- Implement a Comprehensive Wayfinding System.

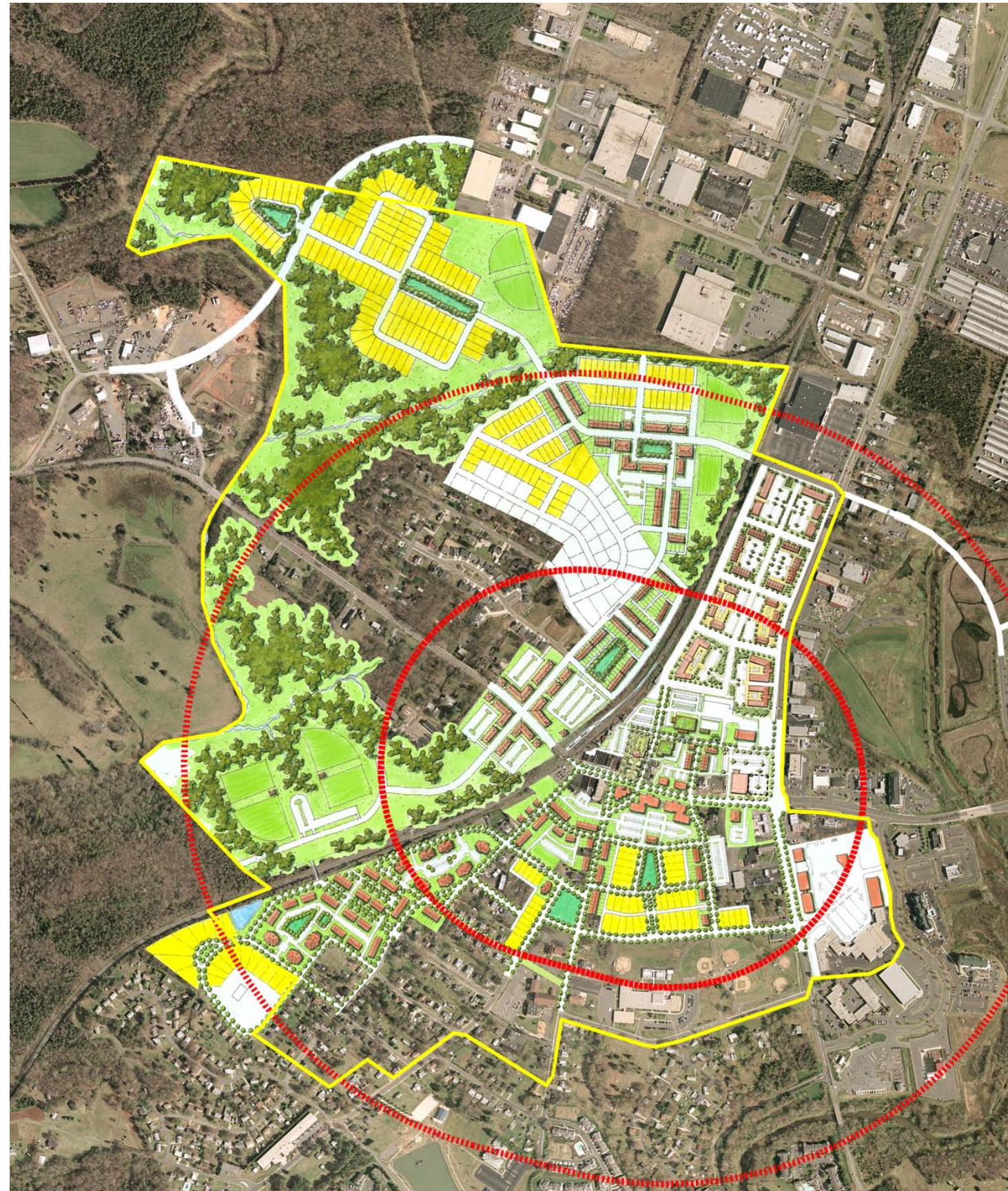
“Our goal is to create a daytime, evening and weekend activity center that is pedestrian-friendly and incorporates a mix of uses and activities.”
— Mayor George Fowler

PROPOSED NEW DEVELOPMENT

Single Family	264 Units
Duplex	10 Units
Townhome	360 Units
Quadruplex/Apartment/Condo	194 Units
Live/Work	16 Units
Office	8,000 sf
Retail	172,400 sf
Civic	74,800 sf
General Commercial	100,500 sf

The Downtown Master Plan is intended to establish a clear framework for the revitalization of Downtown Pineville through a series of incremental private and public development decisions. Future development decisions must be carefully guided by the Town of Pineville staff, Planning Board, and Town Board to ensure that this vision is implemented.

Most importantly, it must be stressed that the Downtown Master Plan represents the conceptual build-out of the planning area. The recommendations set forth in this document are suggestions intended to guide the Town of Pineville in realizing the potential for development throughout this area. Patience will be necessary as components of this plan may exceed fifteen to twenty (15-20) years before their realization.



A Brief History

The following is adapted from a historic properties survey prepared for the Town of Pineville by Paul Archambault and Dr. Dan L. Morrill entitled Pineville Survey Final Report issued in November, 2004. The full text of the report and all related citations and references can be found at <http://www.danandmary.com/danand2/pinevillehistoricesay.htm>.

Introduction

Pineville, N.C., located approximately eleven miles south of Charlotte, N.C. and incorporated in 1873, initially began as a railroad depot on the Charlotte and South Carolina Railroad, which opened in October 1852. It gained greater importance as an agricultural support center and textile town in the late 1800s and early 1900s.

The older buildings on Main Street, College Street, Johnston Drive (formerly Gay Street), Cone Avenue, Fisher Street, James Street, Dover Street, and Park Avenue, are reflective of the town's dramatic growth during these years. Finally, the last two decades have witnessed a fundamental transformation of Pineville as the spread of suburban development, both residential and commercial, has engulfed much of the surrounding countryside.



Image of Main Street in Pineville in 1912

Prominent businessmen, such as C. S. Oakley, Samuel Younts, William Yandell, and Jim Miller, built or occupied the imposing older homes on Main Street. The 300 block of Main Street contains a collection of corbeled brick store buildings that formed the commercial core of Pineville by the early 1900s. Included among these structures was a general store, barbershop, post office, drugstore, and a doctor's office.

Unfortunately, Pineville has lost its train depot. Pineville is fortunate, however, in still having the Cone Mills-Pineville Plant Mill Village virtually intact, both in terms of housing and townscape. Indeed, the mill village, particularly because of its street layout devised by Earle Sumner Draper, is important to Mecklenburg County as a whole. There are also two historic church buildings in the town -- Pineville Presbyterian Church and Lawrence Chapel Presbyterian Church. Finally, the town does have a few remaining examples of middle class housing on its early outskirts, especially on College Street and Johnston Drive.

The Early Pineville Economy

Before the presence of railroads in Mecklenburg County, crops from local farms were transported to market by river and roads. The establishment of railroad lines in the 1850s allowed goods to be shipped more efficiently and more quickly. By 1860, four railroads crossed Mecklenburg County. As a result, several outlying towns came into existence along these new transportation routes. They included Pineville, Huntersville, Matthews, Cornelius, and Davidson.

By 1900, Pineville had become the largest of Mecklenburg County's outlying towns. Like the others, Pineville's economy was based upon cotton. In addition to having a cotton mill and its associated housing, the town provided supplies, tools, draft animals, and other assorted goods to the cotton farmers who inhabited the surrounding countryside.

The Charlotte and South Carolina Railroad that extended from Charlotte to Columbia (1852), later the Charlotte, Columbia, and Augusta Railroad, played a pivotal role in the evolution of Pineville and its built environment in the second half of the 19th century. Pineville, originally a stagecoach stop named "Morrow's Turnout," developed around a depot on the Charlotte, Columbia, and Augusta Railroad. The station was named "Pineville" because of the "many large and beautiful pines casting their shadows over the community."

During the Reconstruction Era following the Civil War, Mecklenburg County experienced substantial growth due to its cotton economy. Pineville, like Huntersville, Cornelius, Matthews, and Davidson, was constructed around a booming cotton and mule market. In 1873 Pineville was officially incorporated.

The growth in business activities and in the economy of Pineville and the Piedmont as a whole was due in part to influential businessmen. In Charlotte, D.A. Tompkins, R. M. Miller, E. A. Smith, and others were erecting cotton mills. Mecklenburg County's outlying towns also had enterprising New South merchants and industrialists. Samuel Younts, a resident and a founder of Pineville, achieved prosperity in the town when he moved to Mecklenburg County soon after the Civil War. Younts began his successful career when he opened a general store and later became a cotton salesman as well as a banker.

All of the prominent Pineville leaders and businessmen, like Samuel Younts, Charles Oakley, William Yandell, and Bill Blankenship, built their homes on the most prestigious streets of Pineville, namely Main, Polk, College, and Gay (Johnston Drive). These same businessmen were active in local politics and in local churches, including providing most of the money for building houses of worship for the residents of Pineville.

Religion and Religious Buildings

Religion, specifically Christianity, has occupied a central place in Pineville's history, the primary dominations being Methodist, Presbyterian, and Baptist. Before any churches were established in Pineville, Presbyterians and Methodists worshiped in a one-room schoolhouse at 401 Johnston Drive. Pineville has six congregations that date from the nineteenth century, although the town has only two historic church structures. They are the former Pineville Presbyterian Church and the former Lawrence Chapel Presbyterian Church.

The Pineville Presbyterian Church was founded and constructed in 1876. Samuel Younts and his son, John, deeded land on the corner of Main Street and College Street to the board of trustees of the Presbyterian Church on January 22, 1876. The cost of construction was \$2,000. The church was reportedly built from brick made from clay on the banks of Sugar Creek. The first service took place on Sunday, April 2, 1876. Reverend G. S. Robinson delivered the sermon.

Methodists joined the Presbyterians in worshipping at the Pineville Presbyterian Church for two years. As Pineville continued to grow in the late nineteenth century, the Pineville Methodist Church was built on Polk Street. The building was constructed of brick and was funded by Samuel Younts, J.A. Ardrey, M. M. Yandle, and Edward Yandle. The Pineville Methodist Church has been replaced twice since 1881; and, unfortunately, the original building no longer exists.

The Lawrence Presbyterian Church purchased a lot on Myers Lane from Mr. and Mrs. W. E. Younts in 1888. The original structure was replaced by the present building, and this sanctuary remained in service until 1974 when the congregation merged with the Metropolitan Presbyterian Church in Charlotte. In 1975, the Lawrence Presbyterian Church sold the edifice to Pineville native, Edward Davis who currently uses the structure as a furniture upholstery business.

Many residents, including inhabitants of the Dover or Cone Mills Mill Village, were Baptist and attended what is now Stough Memorial Baptist Church. Reverend A. L. Stough, a German immigrant, founded the Pineville Baptist Church in 1903 and served as its pastor for three years. Theretofore Baptists in Pineville had gone to nearby Flint Hill Baptist Church to worship. In 1911, The Pineville Baptist Church was renamed “Stough Memorial Baptist Church.” The sanctuary was demolished, and the present brick building at 412 Johnston Drive was constructed in 1950.

Historic Architecture

The first school in Pineville was located in what is now a home at 401 Johnston Drive. The Pineville Academy, originally a boys school and a place of worship, was built in 1867. Other private schools stood on Main Street, College Street, and Polk Street between 1867 and 1914.

A two-story brick building on Polk Street served as the Pineville Farm Life Vocational Agriculture School and was built in 1914 by John Miller, Sr. The school had grades one through eleven, and it remained in service until 1950 when the students began to attend East Mecklenburg High School.

The Younts House (1873) is the oldest “high style” home in Pineville. Younts erected a two-story, brick, gable-front-and-wing house with Italianate details that reflected his economic standing in the town. The house has elaborate detailing on the interior and exterior, further exemplifying Mr. Younts’s wealth. His home later served as the community hospital where Dr.

Ralph Reid, son of a former Pineville doctor, worked long hours as the only physician in Pineville.

During the post World War I expansion in Pineville, homes, some with Craftsman style detailing, were erected for the foremen and the operatives or rank-and-file workers at the Cone Mills. Bankers, merchants, and traders also built dwellings in styles that were representative of the early twentieth century. People such as C. S. Oakley, President of the Pineville Loan and Savings Bank and the Pineville Lumber Company, and William Yandell constructed grand Craftsman Bungalow homes. There was an obvious distinction between the homes of the wealthy and those of the mill workers in Pineville, indicating the class separation that existed in the town.

C. S. Oakley built his dwelling on Main Street in the early 1920s. His grand town home with Prairie Style and Craftsman details is unique in Pineville in terms of architectural form. The two-story cross-gabled home with a gabled front porch and sophisticated architectural detailing is indicative of the owner’s economic position. The Oakley House subsequently became the abode of some of Pineville’s leading citizens, including Richard Eubanks, plant manager for the Southern Cotton Oil Company, and, more recently, Charles Yandell, a pharmacist, pharmaceutical salesman, and former Pineville Mayor.

William Yandell was also a prominent Pineville businessman. William, Charles Yandell’s father, constructed his Craftsman Bungalow home on the corner of Main and Johnston in the early 1900s. It is prototypically Craftsman Bungalow, with a full-width porch supported by tapered posts, a low-pitched, gabled roof which has exposed rafter ends, and decorative support brackets.

The Mill Village

In 1902, Pineville’s cotton business received a major boost when the Dover Yarn Mills was purchased by the larger Chadwick-Hoskins Mills, which initially employed approximately two hundred people in its Pineville plant. In 1915, Jim and Leitner Miller strengthened the local cotton infrastructure when they constructed a cotton gin. As a result, increasing numbers of farmers from the surrounding countryside began bringing wagonloads of cotton to town to sell as the mainstay of their livelihood.

These developments led to the construction and expansion of a substantial mill village south of Main Street. Most of the textile employees, including those in Pineville, were former

white yeoman farmers who had migrated with their families to town in search of employment. Families in the mill village led a largely self-sufficient, essentially rural lifestyle. They cultivated gardens and raised chickens, cows, and pigs.

As a general rule, cotton mills rented homes to their workers and their families for one dollar per week along with water, ice, coal, and wood for the stoves. Workers labored long hours and experienced harsh conditions in the mill. A typical work week lasted six days and averaged 12 to 16 hours per day. Pineville natives and residents such as Harold Smith and Holt Earnheart recall their fathers working double shifts and coming home to “catch a few hours of sleep.” Smith’s father became an employee of the mill in Pineville at the age of six in 1908, and he continued working there until 1968.

Construction of the mill village in Pineville began in the early 1900s, and the village expanded substantially in 1920 under the direction of noted town planner Earle Sumner Draper, who had been hired by Chadwick-Hoskins to oversee the project. Draper’s plan consisted of a semi-rural mill community with a grid pattern of streets, a boulevard with a median at the heart of the village, and half-acre house sites, so residents could continue to grow vegetables and raise farm animals. This arrangement, it was hoped, would allow the former farmers-turned-mill-hands to adapt to “city” or “town life.”

Pineville’s mill houses, as in other Southern textile villages, were essentially utilitarian in scale and design. The original mill workers’ homes, erected in the early 1900s, were white frame, gable-roofed and T-plan cottages. Queen Anne cottage-style



A “Quick-bill” Bungalow on Cone Avenue

homes, located on the north end of the mill village on Dover Street, were constructed at about the same time for the mill's overseers.

During the expansion of the town in the 1920s, story-and-a-half homes with Craftsman-Bungalow style porches were constructed on Cone Avenue for the foremen. By contrast, one-story square cottages with hip roofs, shed dormers, and inset porches were built for the operatives. Interestingly, Earle Draper ordered plans and materials for these later houses from a company in Charleston, South Carolina called "Quick-bill Bungalows."

Main Street

Only two paved roads existed in Pineville as late as the 1930s -- Highway 521 (Polk Street) and Highway 21 (Main Street). Almost everybody who lived in Pineville or on surrounding farms conducted their business on Main Street. The Younts family, and later the Yandell's and Miller's, owned a good portion of the stores on Main Street. Main Street in Pineville, as in nearby Matthews, ran perpendicular to the railroad and consisted of one block of businesses, which included general stores, drug stores, livery stables, banks, barbershops, hotels, and a post office. Main Street was bordered by trees, and the commercial buildings were one or two stories tall and constructed of red brick.

The Miller family owned most of the stores that were on the north side of Main Street, including four grocery stores. Robert Hair owned a drugstore on Main Street which had a soda fountain and one of the town's first television sets -- making the drugstore a popular gathering place for teenagers. Other businesses on the northern side of Main Street included a hardware store managed by Charlie Howie, which served as a gathering place on Saturday nights for farmers, a feed and seed store owned by Bill Blankenship, a gun shop operated by Joseph Ardrey, and Bryant Bailes's barbershop and pool room.

William Yandell owned the businesses on the south side of Main Street. They included a grocery store with a hotel upstairs at Main Street and Dover Street. In addition, Yandell had an office where customers and tenants could pay rent, apply for a loan, or seek legal advice. Main Street also contained Bill Blankenship's ice house, Bo McCoy's barbershop, a movie theater, post office, and filling station.

Growth in Pineville slowed markedly after the Great Depression of the 1930s, when cotton production declined precipitously

in the Carolina Piedmont and agriculture as a whole became less important in Mecklenburg County. In 1946, Cone Mills purchased the mill in Pineville, constructed additions to the plant, and renovated the mill village homes by adding bathrooms and asbestos shingles.

Somewhat later, Cone Mills sold the houses in the mill village and ceased being a landlord for its workers. Inevitably, the mill houses began to evidence greater variety, as the new owners modified them to suit their individual needs and tastes. A significant portion of the mill village survives, including Earle Sumner Draper's distinctive townscape.

Recent History

The 1990s witnessed a fundamental transformation of Pineville's built or man-made environment. No longer serving its initial role as a cotton trading and production center and as a place where farmers could come to obtain draft animals and supplies, the town has been virtually inundated by the impact of suburbanization.

The completion of I-485 to connect with I-77 and the widening of N.C. 51 gave rise to a plethora of retail establishments, including the very large Carolina Place Mall. Polk Street, especially north of its intersection with Main Street, has lost its traditional small town character. As for the historic commercial core of the town along Main Street, many of the historic brick buildings survive, but they are now mostly antique shops and consignment shops.

Earl Sumner Draper

Earle Sumner Draper, Sr. received a B.S. in landscape architecture from Massachusetts State College in 1915. He then joined the staff of John Nolen, city planner, of Cambridge, Massachusetts, and was appointed Nolen's southern representative.



Earl Sumner Draper, Sr.

In 1917 he established his own firm in Charlotte, North Carolina, becoming the first professionally trained city planner in the Southeast. Draper was involved in the planning of industrial towns, as well as parks, universities, schools, cemeteries, private estates, golf courses, land subdivisions, and landscape projects.¹

In Charlotte, Earl Sumner Draper is credited with implementing John Nolen's master plan for Myers Park and in the planning, design, and construction of dozens of mill villages across the piedmont of North and South Carolina.

¹ Guide to the Earle Sumner Draper, Sr. Papers, 1933-1969 (<http://rmc.library.cornell.edu/EAD/htmldocs/RMM02745.html>)

Development Evaluation

Prior to the completion of any design work, a “ripe and firm” analysis was completed for all of the properties in the Downtown Planning Area. “Firm” properties are those that are generally in their final building / use pattern, and are also reflected as the “highest and best use” by the real estate and appraisal community. Once determined, little change is recommended to them.

Properties that are determined to be “ripe” for development/redevelopment include those that are currently undeveloped, under-developed (additional development opportunities exist on the property including expansion of existing buildings and new construction), or can be redeveloped (such as an old, vacant shopping center).

This type of analysis is necessary to identify both “sacred cows,” those properties that should be left alone, and development opportunities. While most development possibilities were identified through a combination of a windshield survey and a walking survey, some properties were classified after interviews with the property owner.

The adjacent map (along with an example) shown on this page indicates a significant number of properties that are ripe for development/redevelopment within the downtown.

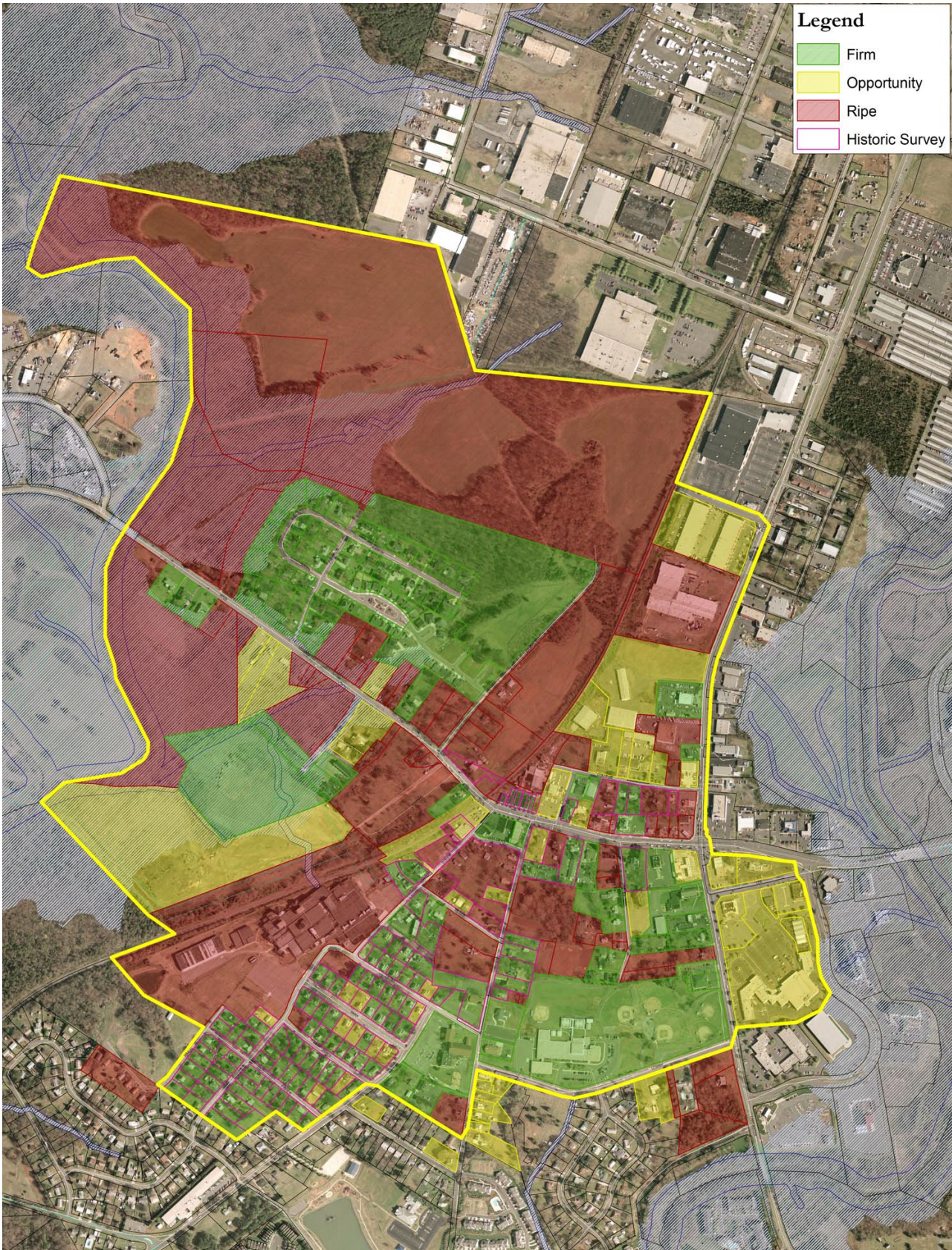
Additionally, charrette participation by those who owned or leased property within the planning area is important and was tracked as part of the planning and design process.



"Firm" property - Historic Landmark Building on Main Street



"Ripe" property - Metal Building on North Polk Street



Ripe and Firm analysis map

Public Design Charrette

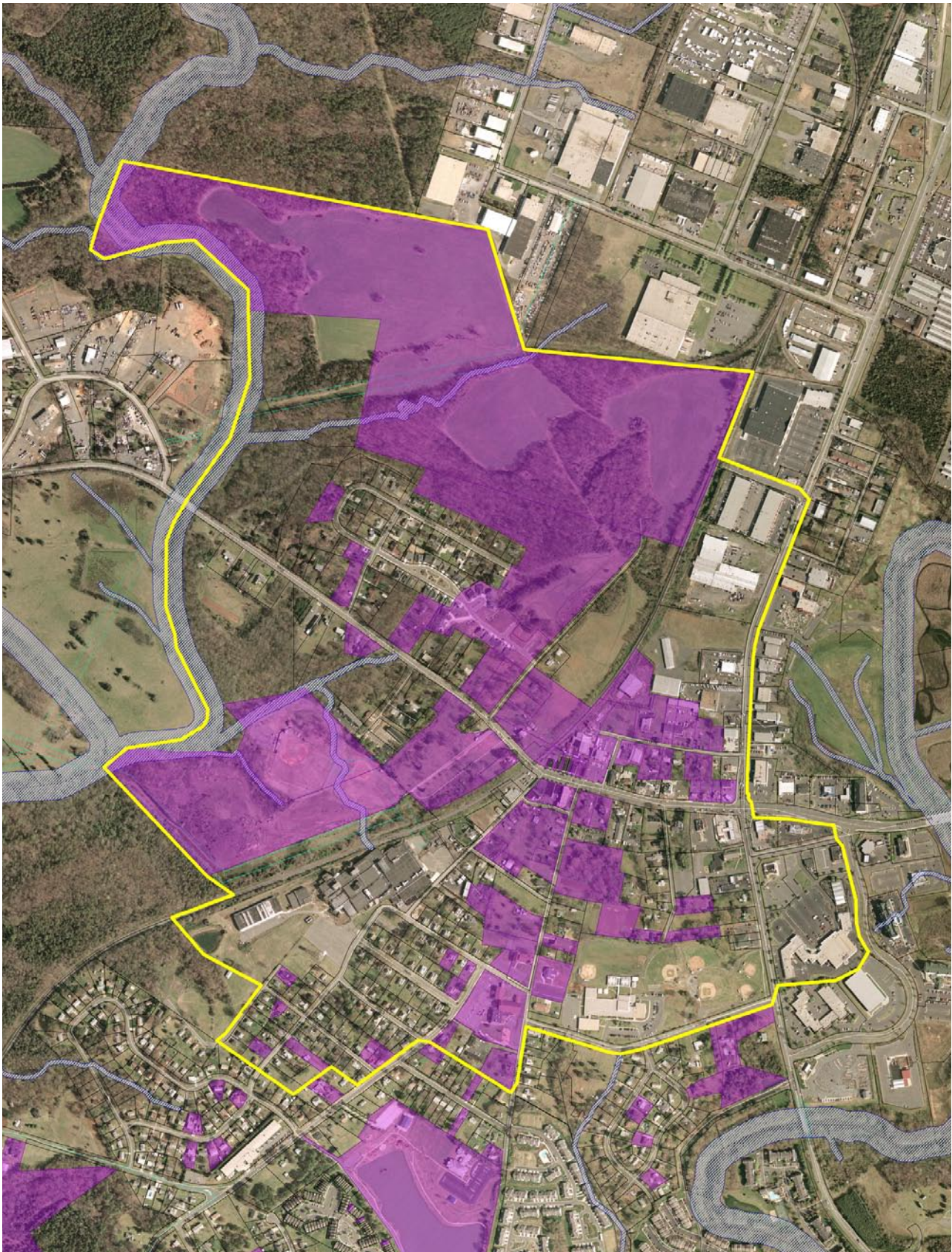
A 5 day planning and design charrette was used to guide the Downtown Planning Process. This effort began with a kickoff meeting on October 28th consisting of an opening presentation and an interactive workshop.

Following the kickoff meeting, a publicly driven design charrette was held from November 8 - 12, 2004 at the The Hut meeting facility. A temporary design studio was set up complete with design tables, meeting areas, computer equipment, and a presentation area. Numerous citizens and public officials attended this comprehensive workshop during the five day period. Throughout the week, meetings were held to discuss various topics related to the area’s future including downtown retailing, signage, transportation, and parking.

The charrette concluded on Monday evening, November 15th with a full digital presentation of the plan’s recommendations. This vision, intended to guide the area’s future growth, is based on the consensus gained by the area’s interested citizens, the Town of Pineville, and The Lawrence Group.

	Monday 11/8/2004		Tuesday 11/9/2004		Wednesday 11/10/2004		Thursday 11/11/2004		Friday 11/12/2004		Monday 11/15/2004
9:00	Breakfast		Breakfast		Breakfast		Breakfast		Breakfast		
9:30	9:30 Design Studio Setup		9:30 Antiques		9:30 Local Business Owners		PLANNING & DESIGN		PLANNING & DESIGN		
	Tour of Study Area		11:00 Major Property Owners/Area Developers		11:00 Streetscaping & Signage						
12:00	Historic Resources and Lunch		Lunch		Lunch		Lunch		Lunch		
1:00	2:00 CATS, Transportation & Parking	PLANNING & DESIGN	1:00 Arts & Recreation		1:00 Design Standards & Codes		PLANNING & DESIGN		Close-Up Studio and Prepare Final Presentation		
			3:00 AM Marketing & Branding	PLANNING & DESIGN	Hold for Additional Meetings						
5:00	5:00 Dinner with Committee & Elected/App't'd Officials		5:30 Pin-Up Session and Project Update		5:30 Pin-Up Session and Project Update		5:30 Pin-Up Session and Project Update		5:30 Pin-Up Session and Project Update		
6:00			Dinner		Dinner		Dinner				
7:00	Opening Presentation and Facilitated Design Session		7:00 Local Residents and Neighbors		7:00 Interested Residents & Citizens		Hold for Additional Meetings				7:00 Closing Presentation

Charrette Schedule



Charrette participation map



Images from the public design charrette including the walking tour, pin up sessions, planning and design, and the closing presentation

DOWNTOWN MASTER PLAN TOWN OF PINEVILLE, NORTH CAROLINA

Market Analysis

A detailed market analysis was performed by Rose & Associates, Southeast, Inc. to evaluate the physical, legal, and economic feasibility for future development activities throughout downtown Pineville. Over the past few years, the Town has enjoyed sustained prosperity and growth. Located in Mecklenburg County, Pineville benefits from its proximity to the Charlotte Metropolitan Statistical Area (MSA), which has also experienced both population and income growth.

Pineville’s location within the MSA has made it the southern regional hub for retail. As a result, the retail sector contains some of the highest percentages of employment in Pineville. The Town also has a medical park and hospital, which adds to the composition of the employment base. Employment in the manufacturing sector adds to the diversity of occupations. The Town of Pineville is also a primary employer as it owns and operates Pineville Electric Company and Pineville Telephone Company.

Market Competition

In examining the market opportunities for the Town of Pineville, an economic scan of the region was performed. The primary economic sectors providing employment in the Charlotte-Mecklenburg region include financial institutions, healthcare, energy, and retail. The market opportunities for Pineville should be viewed from a macro to micro view. Of the largest employers in the region, most are located in the City of Charlotte and include Wachovia, Bank of America, Carolinas Health Care, Duke Energy, Delhaize America/Food Lion, Ruddick Corp/Harris Teeter, Wal-Mart stores and USAirways Group.

Demand Characteristics

Economic Base Analysis is utilized to evaluate real estate demand. The underlying theme suggests that jobs/employment drive demand for real estate. In other words, for every (basic) job that is created, a multiplier effect increases overall

employment (both basic and non-basic). The result of such overall employment growth is that both population and income within the area also grows.

Over the past five to ten years, the Charlotte region has experienced substantial growth. Pineville, being located in Mecklenburg County, has had substantial retail development as a result of growth and its position in the Charlotte MSA. While there have been some job losses because of company mergers, acquisitions and manufacturing closures, there has been job growth in some non-manufacturing sectors, demonstrating the region has continued transition to a diverse economy.

Because of this (white-collar) job growth, coupled with a quality of life that has attracted professionals and young families, growth in population and household income has occurred, though not as substantially in Pineville as in other surrounding towns. This directly relates to real estate demand which includes residential housing (of a variety of types/styles) and commercial (office, service & retail).

Employment within the community will continue to be primarily “non-basic” or service related jobs in sectors such as retail and/or professional. However, job growth in basic employment (those goods/services that are exported outside the community) will create demand for office and industrial space. As a result of job growth multiplier effect, demand for residential for housing product and retail space will follow. Pineville’s potential for job growth is considered to be good due to the overall growth in the MSA.

Demand dynamics are considered from a macro to micro view. Employment trends play a role both in resident population (where people live) and daytime population (where people work) estimates. The primary economic sectors providing employment in the Charlotte region include financial institutions, medical, utilities and retail operators. Of the largest employers in the region, 3 of the top 10 are located in the CBD of Charlotte.

Charlotte, like many MSA’s in the nation, has witnessed growth of local neighborhood shopping centers in its outlying suburban areas. The Town of Pineville is located in the southern quadrant of Mecklenburg County where some of the highest residential growth has occurred. Due to this fact it is easy to understand why Pineville has realized considerable development in the retail sector. Additionally, Pineville’s strategic location along the state border and its network of transportation corridors which include I-77, I-485, Highway

521 and Highway 51 have made it an ideal location for regional shopping as witnessed by the development of Carolina Place Mall.

Like many small towns and cities, the Pineville town center or central business district has evolved over time. Pineville has kept the town center somewhat cohesive with the antique shops. However, the commercial districts are scattered along primary transportation corridors. Local neighborhood shopping

DOWNTOWN PINEVILLE 2003 DEMOGRAPHIC SNAPSHOT			
	1 Mile	3 Miles	5 Miles
Population			
Total Population	4,282	42,633	116,887
Median Age	33.1	34.4	35.3
Income			
Median HH Income	\$44,230	\$55,759	\$60,569
Per Capita Income	\$24,104	\$31,398	\$35,872
Average HH Income	\$58,998	\$72,367	\$87,111
Households (HH)			
Total HH	1,765	18,499	47,797
Average HH Size	2.38	2.30	2.42
Owner Occupied	48.0%	55.2%	59.6%
Renter Occupied	47.6%	37.3%	33.8%
Vacant	4.4%	7.5%	6.6%
Race			
White	75.9%	79.0%	76.7%
Black	14.7%	12.3%	14.3%
American Indian, Eskimo, or Aleut	0.5%	0.3%	0.3%
Asian/Pacific Isle.	2.6%	4.2%	3.8%
Other	4.5%	2.5%	3.0%
Ethnicity			
Hispanic	11.6%	7.6%	9.6%
Non-Hispanic	88.4%	92.4%	90.4%
Employment			
Employees	7,274	38,959	87,863
Employed*	94.3%	96.0%	96.3%
Unemployed*	5.7%	4.0%	3.7%
Not in Labor Force*	968	7,264	21,678
Armed Forces*	0.0%	0.0%	0.0%
Source: US Bureau of the Census, Experian/Applied Geographic Solutions, STDB online, and CCIM based on current year estimates. Race figures may not total 100% based on race and ethnicity reporting. * Numbers based on 2000 Census.			

centers are prevalent, with regional shopping outside of the downtown area on other major arteries/intersections.

According to the Annual Market Forecast data, compiled by the North Carolina CCIM Chapter, Carolinas Real Data and Warren Associates, the southeast submarket of Charlotte, (which includes the Town of Pineville) performed as follows:

- Apartments: A vacancy rate of 10% was reported for August 2004, which is down from 14%
- Office Space: 16.9% vacancy Citywide with rates at \$19.68.
- Warehouse Space: 25% vacancy (in 2nd quarter 2004), with rents lower than prior year at approximately \$3.25 per sq. ft. The southwest submarket is experiencing negative absorption.

Retail Dynamics

There was a 1.6% vacancy in the Pineville sub-market in the 2nd quarter 2004 with average rents at \$18.77 per square foot. The Pineville submarket is out-performing the rest of the area. City-wide the vacancy is at 7.5% with rates at \$16.76. This is due to the cluster around the mall (central place theory).

The Town of Pineville has over 2 million square feet between its regional and neighborhood malls. The current inventory for major centers is listed below. The Charlotte Retail Submarket Comparison for the total square footage in the Pineville/ Highway 51 submarket is 6,380,390, substantially above the national average of 31 retail square feet per person, with plenty of additional retail just outside the ETJ of Pineville.

Residential Market Factors

The Charlotte Region (MSA) estimates for 2003 are 1,623,524 population with approximately 2.59 persons per household. Pineville’s current population estimates are 3,701 and the average household size is 2.26 consistent with the MSA. The housing component in 2003 shows 53% are owner occupied and 41.9% are renter occupied with 5% vacancy. The chart below shows planned and existing single family units representing 23% of the entire housing stock, apartments 42%, 16% of the units are for elderly, and townhouse/cluster homes represent 21% of the housing stock.

Socio-Economic Considerations

Pineville’s location within the MSA has made it the southern regional hub for retail. As a result, the retail sector contains some of the highest percentages of employment in Pineville. The Town also has a medical park and hospital, which adds to the composition of the employment base. Employment in the manufacturing sector adds to the diversity of occupations. The Town of Pineville is also a primary employer as it owns and operates Pineville Electric Company and Pineville Telephone Company.

Community Considerations

Preliminary feedback from civic leaders, government representatives and residents suggest that the community embraces its historical roots, quality of life and small town character. Its challenge is to establish its identity as the community grows and creating a “sense of place” within a community that has historically developed in a sprawl fashion along its corridors over time.

Market Use Analysis

The preliminary findings below were based on research prior to the commencement of the Charrette.

- Preliminary research showed that the community has a rich history, witnessed in its downtown with a cluster of antique shops. It is the continuation of the antique theme combined with other small boutiques that needs to be preserved and further expansion encouraged. This would include additional antique shops and other craft type boutiques, along with sidewalk cafés and restaurants to make a lively experience. Transitional zones need to be established to differentiate the downtown core from the outlying commercial zones to the east and west. Transitional commercial uses in the study area from Hwy 521 to the downtown core, therefore, should be considered.
- The major “crossroads” at Hwy 521 is an opportunity to frame the entrance to downtown with 2-story buildings mixing retail and office/residential uses. This may include convenience oriented retail to serve the adjacent residential areas, such as a convenience store, drug store, dry cleaners, coffee shop, etc. and service oriented office (medical & professional such as doctors, dentists, attorneys, banks, etc.). Other complimentary health/

fitness/beauty uses immediately adjacent to the existing Bliss Spa could compliment this attractive facility. Given the extent of existing retail, and low/moderate residential growth, such commercial uses (both office & retail) should be mixed, and should not exceed 50,000 square feet, with no more than half being specifically retail.

- Pineville has the feel of a very pedestrian friendly town; however, some improvements in streetscape structure in the downtown area and corridors may be necessary. Connectivity is easily achieved through its network of streets connecting to Main Street. Projecting this image to the market enhances the Town’s potential for growth to families, empty nesters and a variety of others wanting a simple, walkable and convenient lifestyle.
- Of the 113 dwellings currently on the market, 33 dwellings are \$200,000 and above which represents 29% of the market, 46 dwellings are between \$100,000-\$199,000 representing 41% of the market, 34 dwellings are below \$100,000 which represents 30% of the market. There appears to be a balance of price ranges in the market. However, upon examining the existing housing inventory there is a substantial amount of attached housing product. One current gap in the existing housing stock for single family houses is in the \$150,000-\$250,000 range.
- Residential findings suggest the community could benefit from newer design and new housing choices. Much of the housing stock in the study area is 20+ years old. New homes can incorporate a variety of architectural styles that compliment the Town’s historical characteristics. Integrating new styles into the community fabric of housing will provide much needed choices for current and future Pineville residents.
- A critical examination of the zoning, other government development regulations and the Town approved plans for land use may be considered to allow choices of housing product and related amenities. Identifying opportunities within the study area to accommodate new housing product should be taken into consideration along with its by-right development potential. Modifications to existing development standards should be addressed to allow for the development of new housing stock.

Physical Constraints

The physical characteristics indicate the study area has notable physical constraints consisting of transportation corridors and natural boundaries.

Transportation

- Town of Pineville Highway 521/Polk Street carries a high volume of traffic as a result of commuters exiting I-485 from Charlotte.
- Norfolk-Southern Railroad line bi-sects the study area. Main Street Pineville is a continuation of Highway 51 which is an east/west artery extending from Mint Hill to I-77.
- Improvements to Highway 51 on the west side of Pineville include its widening to four lanes in its connection to I-77. Review from Traffic engineers may conclude the need to mitigate any increase in traffic through the town a result of the improved access.

Natural Boundaries

- Little Sugar Creek and Sugar Creek are undevelopable wetland areas. However, these areas could be utilized as an amenity to provide greenways, wetland protection and mitigation areas for development.

Market Niches / Development Opportunities

Residential

- The “Highest and Best Use” for large vacant land parcels in Pineville’s jurisdiction is residential use. This residential use holds true for acreage in close proximity to downtown Pineville. For parcels in the downtown area that could be assembled, a mix of commercial uses, including small office and retail (with floor plates of no larger than 10,000+/- s.f.) is advisable depending on location. Larger, multi-story buildings should be massed at the “entrance” to downtown at the Hwy 521 intersection, with more pedestrian smaller scale buildings in downtown. These may also include some opportunities for upper floor apartments or condominiums.
- Currently, Pineville has a broad range of prices that are distributed fairly equitably. However, this broad range does not translate equitably in the housing stock currently available in the community. The housing stock is

predominately older stock that is relatively small in size.

Public and Civic

- Limited gathering spaces or a formal “town square” exists in downtown for civic events and gatherings. This should be integrated into the Structural components of the plan.

Retail

- A mix of office & retail, with massing to include larger buildings and density near the primary Polk Street corridor and at the intersection of Main Street, transitioning to smaller, residential/pedestrian scale buildings in the core downtown historic district. This space should be of a size between 3,000 – 10,000 square feet, in builds from 1-4 stories. Flexible business space, to include single-story office/warehouse/service uses should be positioned on Polk Street corridor, accessible to the interstate.

From its quaint stores in the downtown, to the Mall and other retail on its edge, Pineville has the distinction of being one of the primary shopping destinations in the region. Therefore, the cluster of antique shops and boutiques within the downtown core should be preserved and become a focus of the diversity of shopping experiences one can have when visiting (or living in) Pineville.

During the charrette, two underlying areas became the focus of discussion and could be categorized as Structural and Nonstructural.

Structural deficiencies include those areas requiring attention such as signage, streetscapes and parking – all tangible items which are addressed in the final reports from the planning and transportation team members (The Lawrence Group & Kimley Horn). The issues of public transportation, pedestrian scale streetscapes, pedestrian & vehicular connections and integrated planning with adjacent properties are critical in creating the components necessary to the successful future of Pineville. Once the right components are in place appropriate residential development will follow.

Nonstructural deficiencies include marketing, and non-tangible areas that make up the “culture” of a community, in other words, how the community leaders, business owners

and residents perceive and communicate who/what Pineville is about. Therefore, a critical factor in the community’s future growth and success includes branding and marketing. Marketing strategies that honor the past and position it for the future are recommended. Identification and branding of the downtown area as well as a message of one unified Pineville (as compared to the current downtown vs. the mall) will assist in connecting the center with its outlying areas.

Creating a central place downtown for on-street activity, where people can “buy” things and “do” things via public gatherings/ events is paramount for success. The underlying zoning and regulatory structure must also support these concepts, along with a mix of uses. While the community leaders perceive there to be a pro-business environment to encourage downtown growth and development, the supporting processes (i.e. planning, zoning, inspection) should be streamlined to support that goal.

Non-structural changes include efforts to bring both retailers and people together via community events. This collaborative effort between the Town of Pineville and its downtown businesses is key in achieving a successful re-branding of Pineville. To coordinate these efforts the assistance of an advertising/marketing profession is recommended. This professional would be responsible for coordinating the marketing plans with downtown businesses and civic leaders.

Incorporating the recommendations in this report as well as those suggested by The Lawrence Group could substantially change the historical absorption rates of residential and commercial product within the community. Pineville through its efforts to market its rebranding could potentially enjoy a greater market share for residential and commercial product.

Once a well managed and cohesive plan to remedy the deficiencies in Pineville’s structural and non-structural areas is applied, the result will be people returning to the downtown to enjoy activities and living in the Town to enjoy the quality of life it affords.

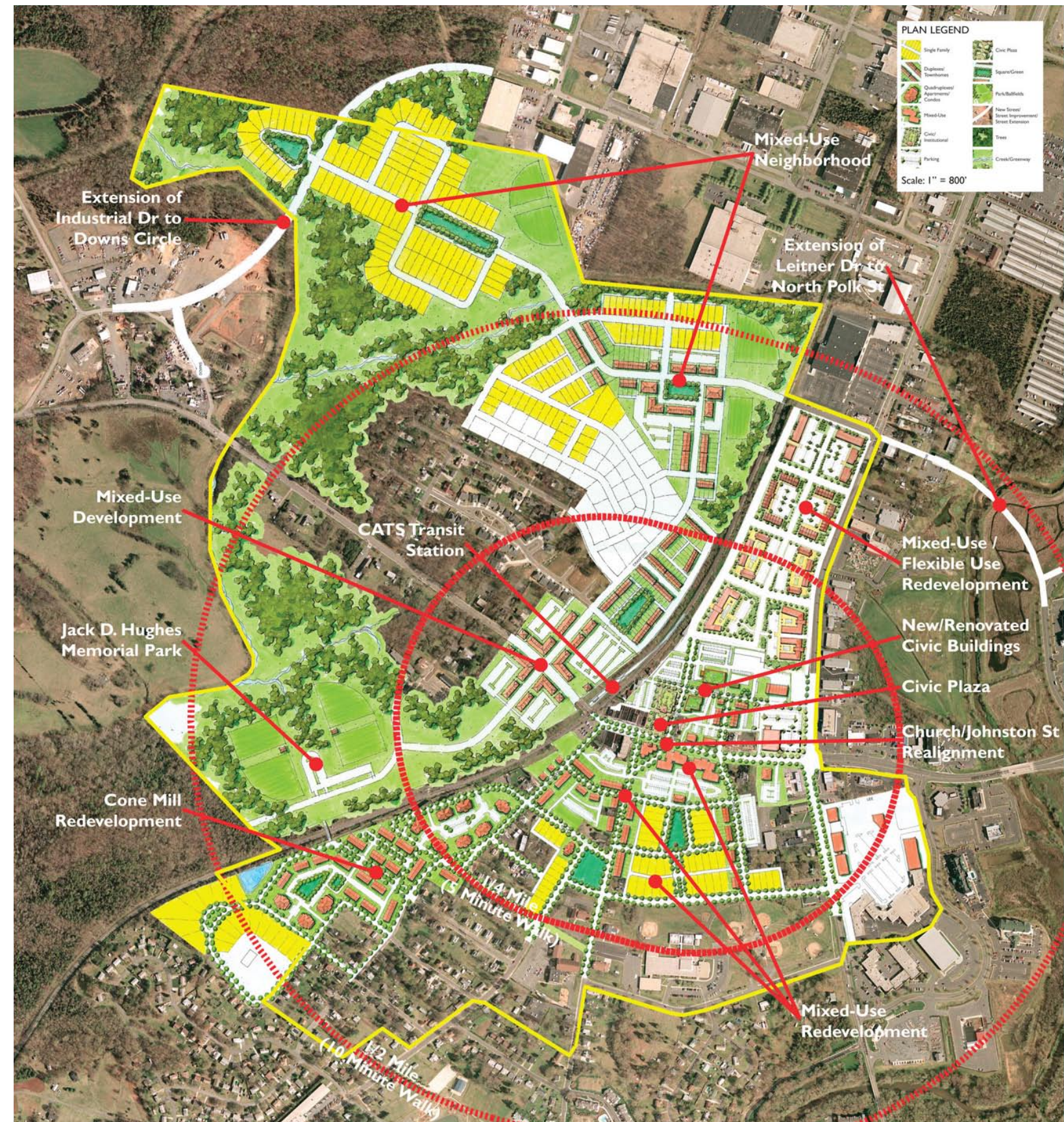
The Conceptual Plan

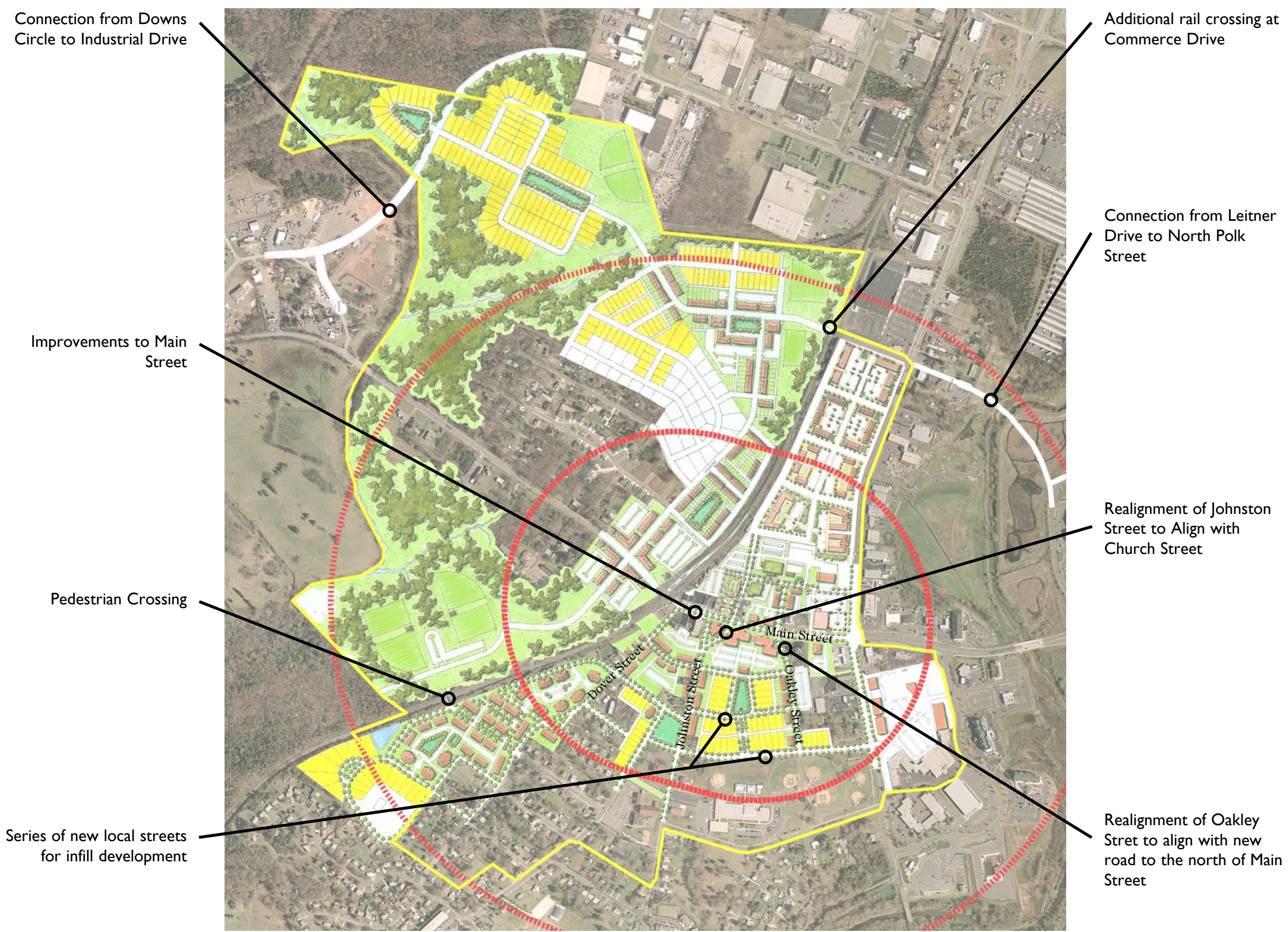
The Plans shown in this report are intended to be conceptual build-out visions for the Downtown area. Care was taken to envision development alternatives based on property boundaries or known opportunities for parcel consolidation. While the resultant illustration shown on this page is the preferred build-out alternative created during this planning process, it is not intended to preclude site-specific modifications.

It is assumed that these modifications will be the result of specific programmatic and market analysis. However, the following elements should be retained:

- General intensity of development
- Urban pattern (i.e. relationship to street and adjacent properties)
- Massing
- Street and pedestrian circulation patterns
- Open space protection

Therefore, the purpose of this Conceptual Plan is not necessarily to require strict conformance to each building as drawn, but to show general patterns and intensities. Development petitions are expected to maintain the general street network, preserve future street connections and rights-of-way, protect regional open space areas, provide usable public spaces, and mix uses both horizontally and vertically.





DOWNTOWN MASTER PLAN TOWN OF PINEVILLE, NORTH CAROLINA

Transportation and Circulation

Note: This Section was adapted from a report by Kimley-Horn and Associates as a supplement to this Plan.

A key component of the Pineville Downtown Master Plan included an analysis of existing transportation conditions, as well as a series of circulation and parking recommendations specifically targeted for Downtown Pineville. The following is an overview and recommendations for improvements:

Existing Conditions

NC 51 (Main Street) and NC 521 (Polk Highway) are two major thoroughfares intersecting in the heart of downtown Pineville. Peak period traffic queues emanate in all directions from bottlenecks at this intersection, prompting some commuters to cut-through Pineville neighborhoods in an effort to save time and keep moving.

While commercial development lines both of these state roads, there are many infill and redevelopment opportunities along each corridor. Many of these opportunities are addressed in this report (by TLG). Driving is by far the predominant mode of travel on both thoroughfares because of limited bicycle and pedestrian facilities, traffic congestion, and a multi-lane design that is hostile to pedestrians and bicyclists.

The most up-to-date traffic counts available through the North Carolina Department of Transportation (2002) indicate that typical weekday (24-hour) traffic volumes are as follows:

- NC 51 (Main Street) at Dover Street was 16,000 vehicles per day (vpd)
- NC 51 (Main Street) at Towne Center Parkway was 19,000 (vpd)
- NC 521 (Polk Highway) at Lowry Street was 14,000 (vpd)

Estimates indicate there are 35,000 vehicles entering the intersection of Main Street and Polk Highway during a typical 24-hour weekday period. This is a high volume of traffic,



Main Street Today

underscoring the regional significance of both routes.

The four blocks of Main Street immediately to the west of Highway 521 represent the core of downtown Pineville. The block between Dover Street and Johnston Road, previously noted as carrying 16,000 vehicles each day, also represents the most walkable section of public street in the town and, not coincidentally, a street with relatively successful retail shops. Key reasons for this success are the availability of well-designed on-street parking spaces and wide sidewalks that range from 15 to 20 feet including landscaping.

The two closely spaced traffic signals on Main Street, at Johnson Drive and at Church Street, frustrate drivers despite the fact the signals are interconnected with each other and the next adjacent signal at Polk Highway. Field observations revealed that some eastbound commuters choose to turn onto Dover Street when they see red lights ahead on Main Street. This trip choice was also confirmed by discussions with local residents.

Addressing Neighborhood Through-Traffic

The aforementioned traffic phenomena of red lights on Main Street prompting some commuters to effectively use neighborhood streets to avoid signals was cited by a resident, Mr. Bolyn McClung, who provided KHA and TLG with copies of a three-page flyer that was mailed to other residents. Field observations confirmed the existence of neighborhood through traffic (vehicles without an origin or destination between Main Street and Polk Highway) using southbound Dover Street,

eastbound Cone Street, a short section of southbound Johnston Drive, and eastbound Lowry Street.

Commuters observed by KHA between 4:45 and 5:15 p.m. on Thursday, November 12, 2004 tended to obey posted speed limits and stop signs, typical behavior according to the author of the flyer. KHA does not concur with the flyer's recommendations which are intended to curtail the local street through traffic primarily due to their potential to worsen conditions on other nearby, local residential streets.

KHA conducted travel time studies during the afternoon peak. The results of this impromptu travel study concluded that there was no time savings achieved by traveling through the neighborhood when compared with using Main Street and Polk Highway during the same peak period. It is likely the desire of motorists to keep moving that prompts them to choose the neighborhood route. KHA noted a generous green light frequency on eastbound Lowry Street at Polk Highway which may contribute to a perceived time savings by motorists choosing to travel through the neighborhood.

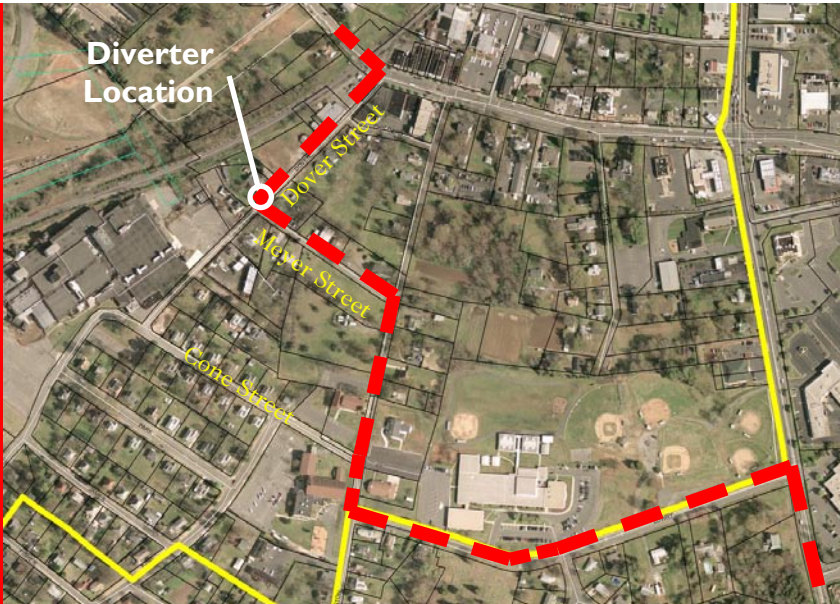


Existing neighborhood traffic patterns

It is recommended that the Town consult with the Division 10 NCDOT traffic signal operations engineers to retune the Polk / Lowry traffic signal during afternoon peak period to add delay to the Lowry approach. We believe NCDOT engineers should be receptive to the idea since it benefits traffic on a state highway (NC 521). No changes are recommended to the signal timing during normal school hours because of the impact it could have on operations and safety of children destined for nearby Pineville Elementary School.

In addition, we recommend the installation of a traffic diverter at the intersection of Dover Street and Meyer Street. Also referred to as a horizontal speed bump or a half roundabout, these devices permit through traffic as a “yield-flow”. In this application commuting motorists would be directed left down Meyer Street (which would also need some upgrading) in lieu of traveling further down Dover Street to Cone Avenue into the neighborhood.

This interim solution still directs motorists down Johnston Street who then would turn left onto Lowry Street to reach thier intended destination of South Polk Street.



Proposed alternate route with traffic diverter and improved Meyer Street



A traffic calming device that permits through-traffic but visually diverts motorists to the left

Promote Light-rail Extension to Pineville

Prior town review (2002) of the idea of extending light-rail from Charlotte to Pineville was met with misinformation about requirements for very high density residential development to satisfy transit decision-makers. At the time, Pineville decided to forego involvement. However, TLG and KHA firmly agree that passenger rail service with a station near Main Street is mutually self-supporting of other master plan objectives including:

- activate pedestrian activity and retail sales on Main Street
- provide alternate means of travel for those not wanting to drive every day
- provide a valuable public service for Pineville residents who travel to Charlotte
- provide a good link for regional trips destined for shuttles that could connect from a downtown Pineville train station to Carolinas Place Mall and other regional destinations

The myth about CATS requirements for very high density apartment towers surrounding the train station has been debunked by TLG and a very positive meeting was held with Charlotte Area Transit System (CATS) professionals during the charrette. While it is too late to add Pineville to the South Corridor project, CATS will consider a Pineville extension of the South Corridor LRT line to Pineville along with other corridors.



Proposed Transit Station Location just north of NC 51

Promote CATS Route 12 service to Main Street

Pineville represents a destination for many residents of the region. In particular, Carolina Place Mall draws lots of visitors and shoppers. Sadly, many visitors never see the real Pineville of Main Street shops and other downtown locations. The Downtown Master Plan communicates various marketing strategies that will tie Main Street shops to the overall Pineville shopping experience.

One way to facilitate the “shop big in a small town” theme is to connect visitors with both shopping venues via public transportation. Presently, the Charlotte Area Transit Service operates regular bus service along South Boulevard terminating at Carolina Place Mall. It is recommended that the Route 12 line continue to serve the Mall, but afterward to turn north on Highway 521, followed by an immediate left-turn onto College Street, then left on Church Street, left at the traffic signal on Main Street and left on Highway 521.

In the future, as Church Street is extended northerly to Commerce Street, the bus could follow an alternate route that does not double back on itself.

Support and Provide Greenway and Trail Connections throughout Pineville Area

Supporting regional plans and funding programs designed to extend and connect greenways and trail throughout the Pineville area is another way the Town can promote walking and cycling. Pineville should also consider development review changes that would encourage home construction that faces the greenways rather than turning a back to it. The result tends to be higher home values and a more inviting greenway environment.

As with parks, when “eyes” are on the greenway and the trail is designed with clear sense of space, the perception of safety is increased. Recent studies conducted in Raleigh, NC reveal higher resale values for residences near greenways when compared to homes without that amenity.

Improve Pedestrian Mobility

In general, sidewalk and crosswalk improvements are recommended throughout the study area. In particular, pedestrian mobility improvements could have the most desired public impact on Main Street. Today, there are sidewalks and crosswalks on Main Street; however, there are only one or two walkable blocks – too few to create critical mass for people to visit Main Street.

KHA recommends a multi-phased series of street projects that will ultimately lead to a dramatic conversion of Main Street from a traffic-clogged artery to a pedestrian-friendly destination. These phases are listed below and include pedestrian facilities and amenities associated with each measure:

1. Wheelchair accessibility is necessary on streets in the study area that do not currently meet Americans with Disabilities Act Accessibility Guidelines (www.adaag.org).
2. Improve the rail crossing with rubberized material to smooth the crossing for bicyclists and pedestrians. The hump effect created for motorists adds a calming affect on vehicle speeds and could be retained for that purpose.
3. A realignment of a portion of Johnston Drive to align with the intersection of Church Street at Main Street would have traffic and pedestrian benefits. Traffic signal equipment could be relocated and consolidated at one intersection instead of the present arrangement of two closely-spaced intersections that add to motorist delay and frustration. This measure could also reduce the volume of cut-through traffic using neighborhoods south of Main Street during peak traffic periods. Pedestrians would benefit as sidewalks and crosswalks are constructed on the realigned street.
4. Extend Church Street north from College Street to serve redevelopment proposals and connect with Commerce Street. Sidewalks and crosswalks should be required on the street extension.
5. Construction of a new north-south street with sidewalks and crosswalks from Church Street (in front of Town Hall) southerly to intersect with Main Street before continuing south to end on the north side of the Pineville Elementary School athletic fields.
6. Construction of a new east-west street with sidewalks and crosswalks from Polk Highway (aligning with the Food Lion main entrance) westerly to intersect with the new north-south street mentioned in #6 above and continuing west toward the old mill and ending in a crossing of the railroad tracks that would serve only non-motorized modes of travel. Vehicular traffic would be permitted on the street except on the railroad crossing. The new east-west street would front the north side of the Pineville Elementary School athletic fields.



Realignment of Church Street with Johnston Street and Oakley Street with a new street



Pedestrian link to Jack Hughes Park from the old Mill site

Propose Additional Railroad Crossings

A new crossing of the Norfolk-Southern railroad corridor in the vicinity of the old mill would link the mill village and surrounding neighborhoods with the Town Park and athletic fields. The limited frequency of train service combined with the need to enhance mobility and access to the park support this recommendation. In lieu of a vehicular connection, a pedestrian connection should be provided.

A new roadway crossing of the railroad corridor should be studied. A location favored during the charrette is an extension of Commerce Street which presently intersects Polk Highway with a traffic signal, affording enhanced safety and mobility. Commerce Street could be extended with an at-grade crossing of the railroad or perhaps with a grade separation. Using approach and departure grades of 5 percent and a vertical clearance of 17.5 feet with an eight-foot deep structure, it is conceptualized that the railroad could remain as is and Commerce Street could be depressed underneath.

Presently, there is a difference in elevation of up to 10 feet as the railroad bed is higher than Commerce Street, providing some impetus to consider an underpass. The extension of Commerce Street would greatly enhance the value of development on the Miller tract, a development that is a centerpiece of the Master Plan. Another centerpiece would be a Pineville light-rail station in the vicinity.

Improve Traffic Flow in the US 521 / Polk Street Corridor

Polk Street in Pineville is regarded as a bottleneck for commuters. Just to the north of Pineville, there are two through lanes in each direction. However, due to the tight right-of-way at its intersection with Main Street, Polk Street narrows to one through lane in each direction past Main Street continuing south to the state line and well into South Carolina.

To avoid the stigma of traffic congestion and enhance public safety, it is recommended that Pineville work with developers, landowners, regional and state planners and engineers to design and implement minor widening of Polk Highway from 600 feet north of its intersection with College Street south to its intersection with Lowry Street. The project should not be over-designed; that is, the cross-section depicted in the master plan should be built as it balances the need to create a downtown gateway on Main Street that remains friendly to pedestrians with the need to improve mobility along Highway 521.

Single left-turn lanes should be provided on all approaches rather than dual lanes. Only the westbound Highway 51 approach should have an exclusive right-turn lane (because it exists today). Crosswalks should be relocated, redesigned and restriped. Pedestrian countdown signals should be installed. Streetscape features should be added on the western corners as per the Master Plan.

Promote Construction of Regional Traffic Reliever Routes

The existing at-grade crossing of Industrial Drive with the Norfolk-Southern railroad combined with the existing traffic signals at the intersection of Industrial Drive and Polk Highway lend credibility to the concept of extending Industrial Drive westerly towards the Miller tract, crossing Sugar Creek, intersecting with Downs Circle, and terminating at Main Street / Highway 51 at the western edge of Pineville. Such a road could be constructed using a partnership approach with adjacent landowners, developers, the Town, NCDOT and CMUD.

An initial construction of two-lanes with a landscaped median (see cross-section in Master Plan) with a parallel multi-use path could serve adjacent development, truck traffic from Industrial Drive, and relieve a portion of the traffic on Main Street that has no intent of stopping to shop on Main Street. This type of reliever route is a win-win proposition.

Initial construction should include best-practice measures to maintain water quality in the Sugar Creek basin and could be built without a lengthy environmental study as long as state and federal transportation funds are not used. Ultimately, regional traffic may require adding one travel lane in each direction and should be funded with regional, state or federal funds. At such time, an environmental study would be required.

Another win-win reliever route in the area is a connector road from N. Polk Street to Leitner Drive stemming from Commerce Drive. A connection to Leitner Drive would relieve pressure on the stoplight at the intersection of N. Polk Street at Main Street. This will aid in the transition from the current conditions to one that is more pedestrian friendly.



New Road from Downs Circle to Industrial Drive



New Road from Commerce Drive to Leitner Drive

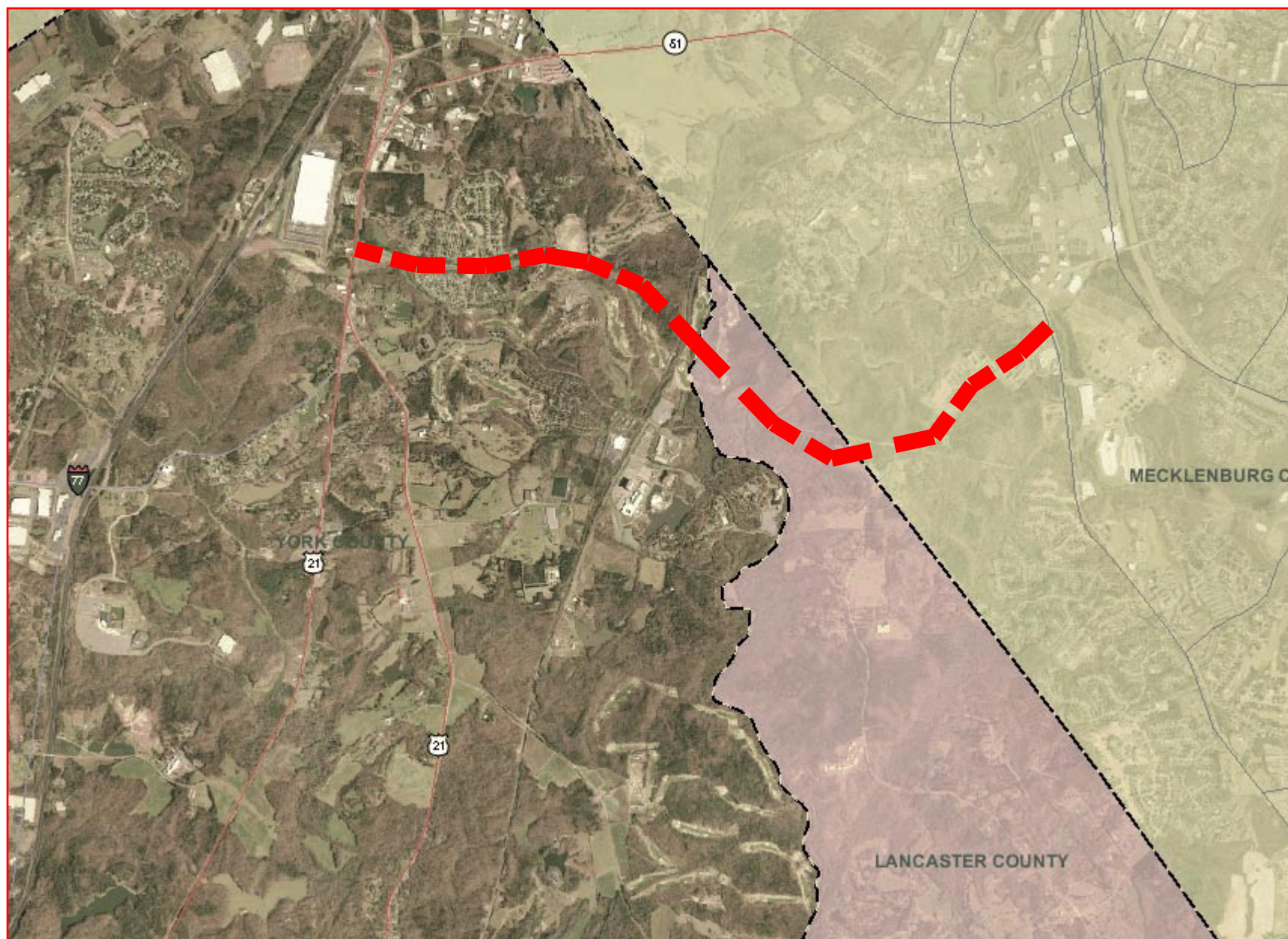
New Southern Arterial from SC

Ultimately, there is no easy fix to the traffic problems that plague the Town. The current conditions are a result of hundreds of incremental decision made by the Town, the City of Charlotte, North Carolina Department of Transportation, and all of Pineville's regional neighbors. There is no magic bullet solution to relieve traffic on Main Street or eliminate outside traffic within the neighborhoods.

What this plan suggests is that there are many thoughts and solutions that should be considered in a comprehensive manner. As part of the next phase of study, the Town should complete a new traffic model to see the cumulative impact, and resulting cost-benefit of the recommended investments.

There is one element that is worth noting, but outside the scope of this present discussion. There is a regional need for a new thoroughfare to the south of Pineville that connects I-77 with Lancaster Highway in a manner similar to the present alignment of NC 51. Clearly there is a great deal of traffic that is using this as a principal commuting route from the Ballantyne area, Marvin, and Weddington.

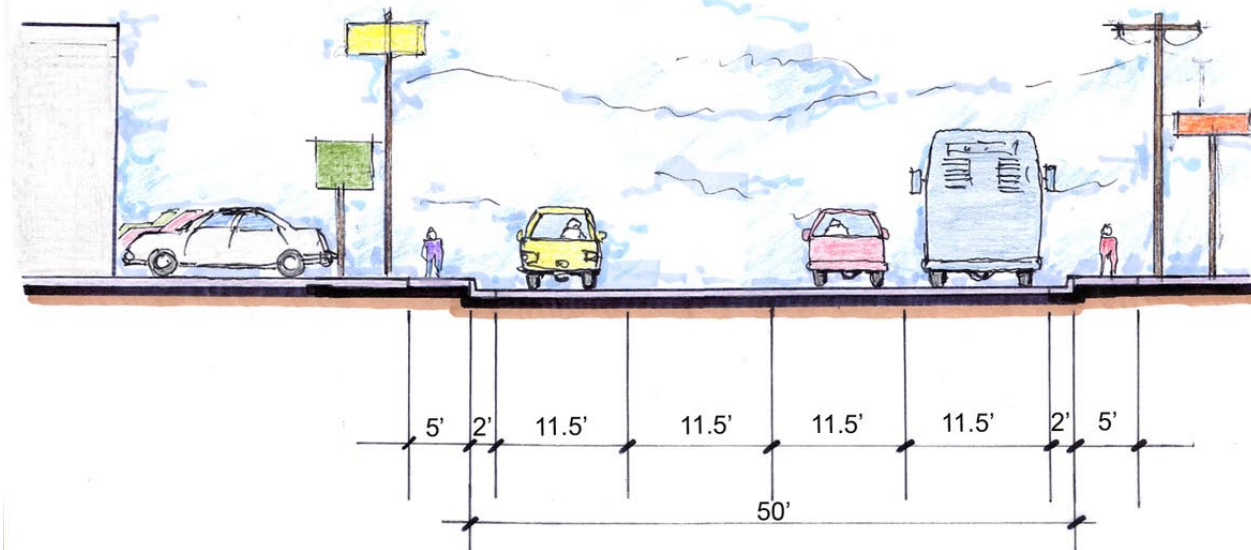
This new facility could generally follow US 21 south from I-77 and connect Regent Parkway to Dorman Road (see graphic on page 18). Unfortunately this option is almost completely in South Carolina and includes two separate counties (York & Lancaster). In other words, this project will require a significant amount of regional leadership to complete a project in South Carolina to serve commuters in North Carolina.



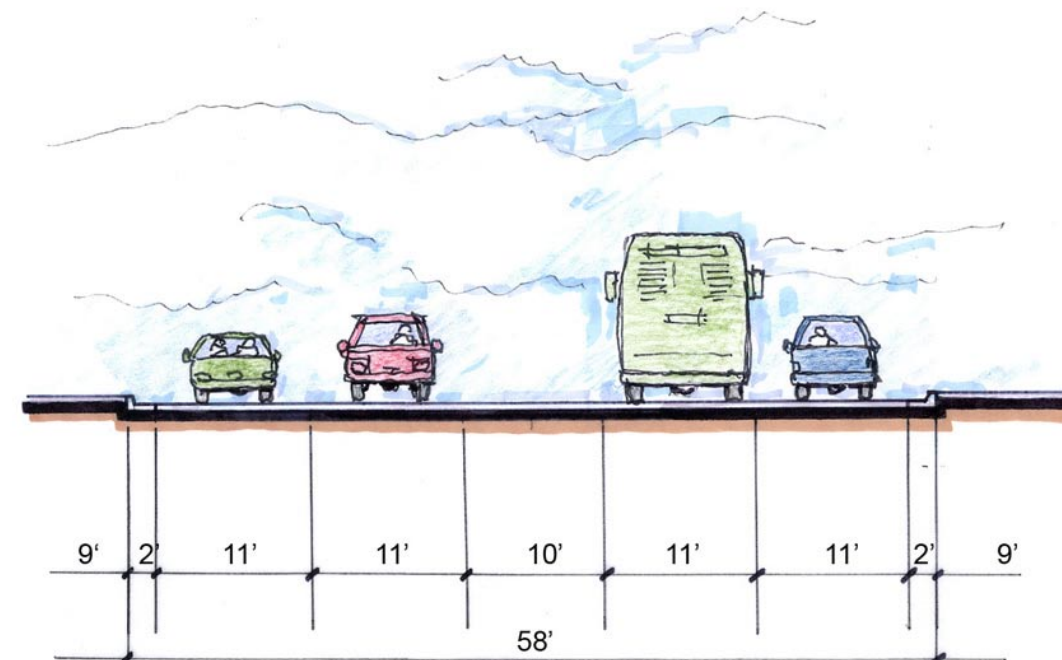
A proposed southern regional arterial connecting I-77 to Lancaster Highway

KEY RECOMMENDATIONS FOR TRANSPORTATION & CIRCULATION

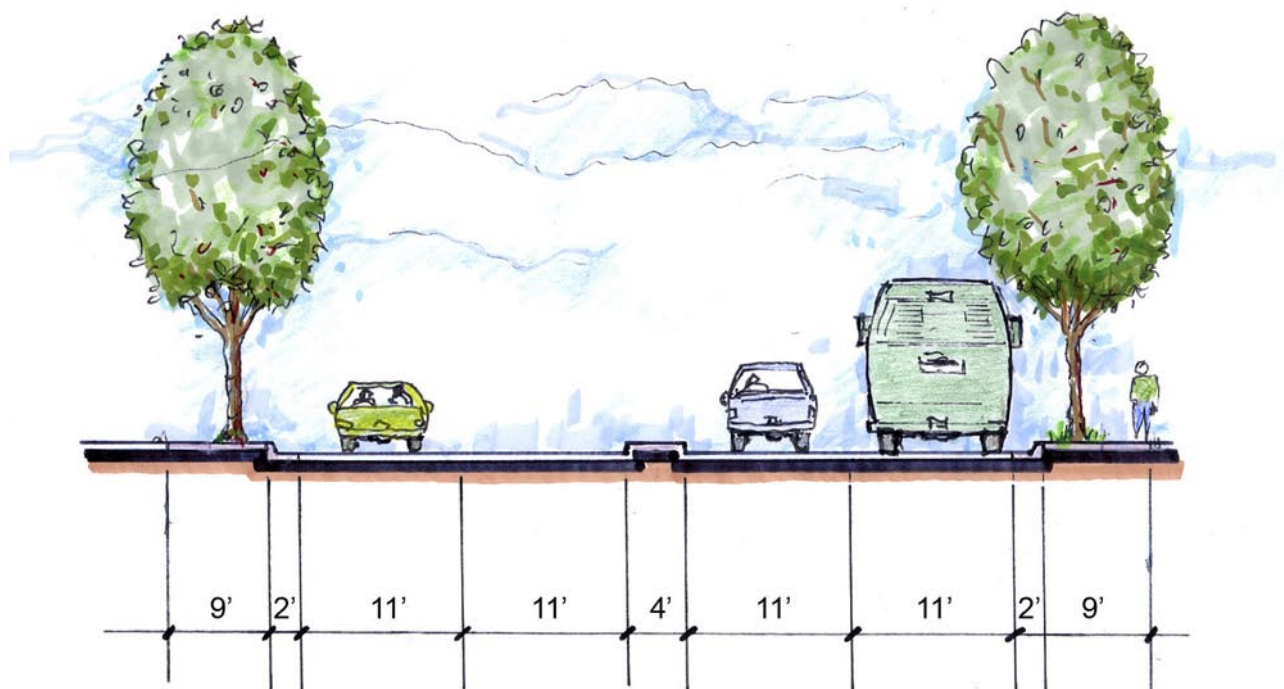
- Install interim traffic diverters and road improvements to send through-traffic down Meyer Street to Johnston Street.
- Study feasibility of a light-rail station in the northwest quadrant of the railroad track and NC 51
- Connect visitors with the shopping venues of Main Street and Carolina Place Mall using public transit shuttles.
- Construct the planned greenway system along Sugar Creek.
- Improve the rail crossing with rubberized material.
- Realign Johnston Drive to align with the intersection of Church Street at Main Street.
- Extend Church Street north along the railroad tracks to Commerce Street.
- Realign and extend Oakley Street across Main Street to the west of the Samuel Younts House.
- Study the feasibility of a connection from NC 51 to Downs Circle to Industrial Drive to North Polk Street as a thoroughfare.
- Study the feasibility of a connection from Leitner Drive to North Polk Street.
- Study the feasibility of an at-grade crossing of the railroad at Commerce Drive.
- Construct a pedestrian/bicycle crossing from the Mill site to Jack D. Hughes Memorial Park.
- Design and implement minor widening of Polk Highway from north of its intersection with College Street south to its intersection with Lowry Street.
- Study the feasibility of a "bypass" from I-77 to Lancaster Highway to the south of the Town.



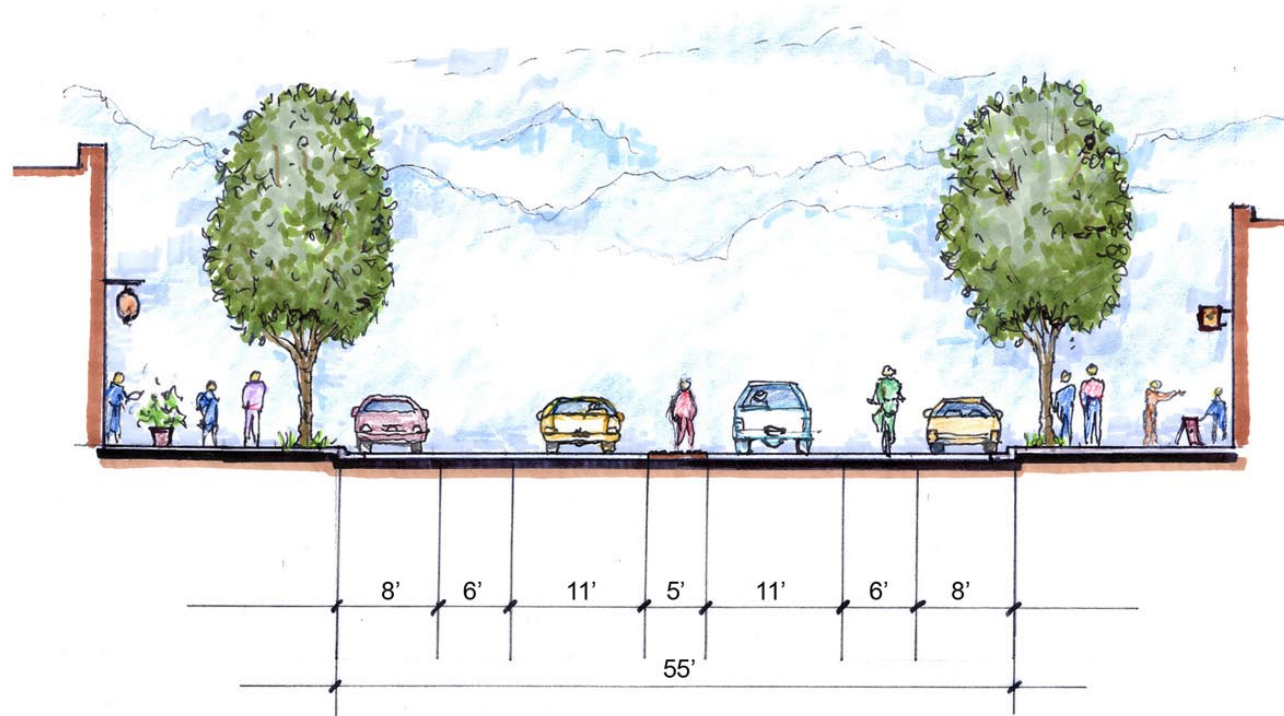
Existing Street Section for North Polk Street (Highway 521)



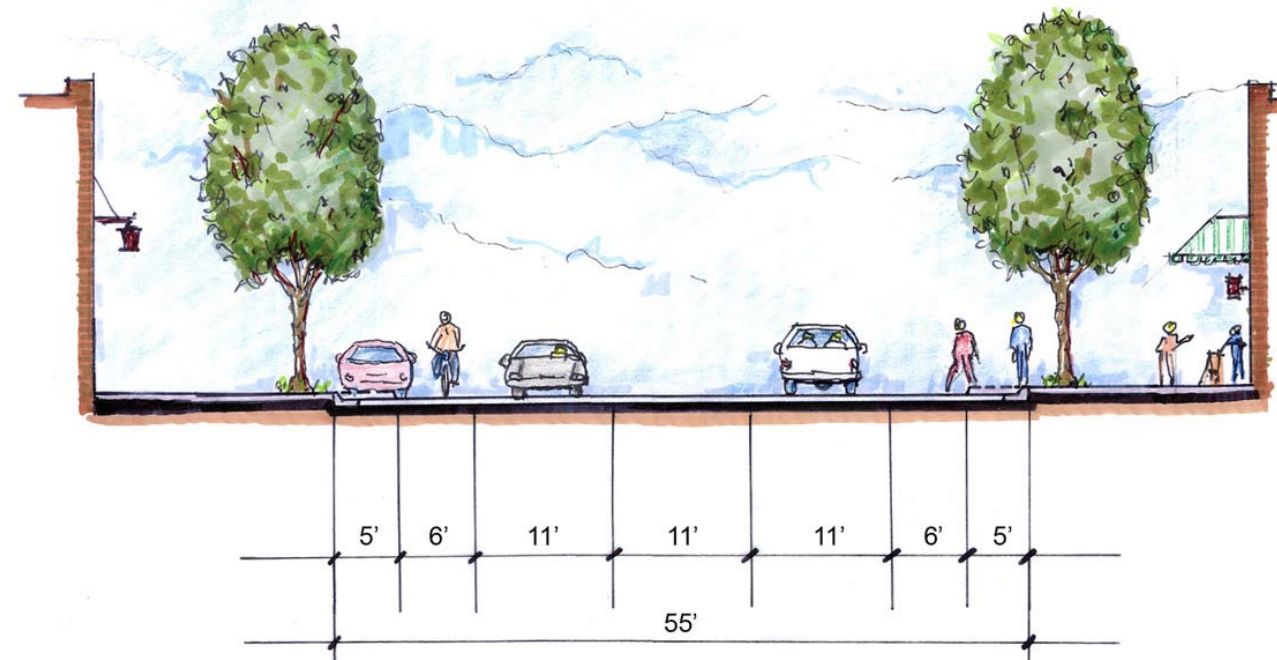
Proposed Section for North Polk Street with two-way left turn lane



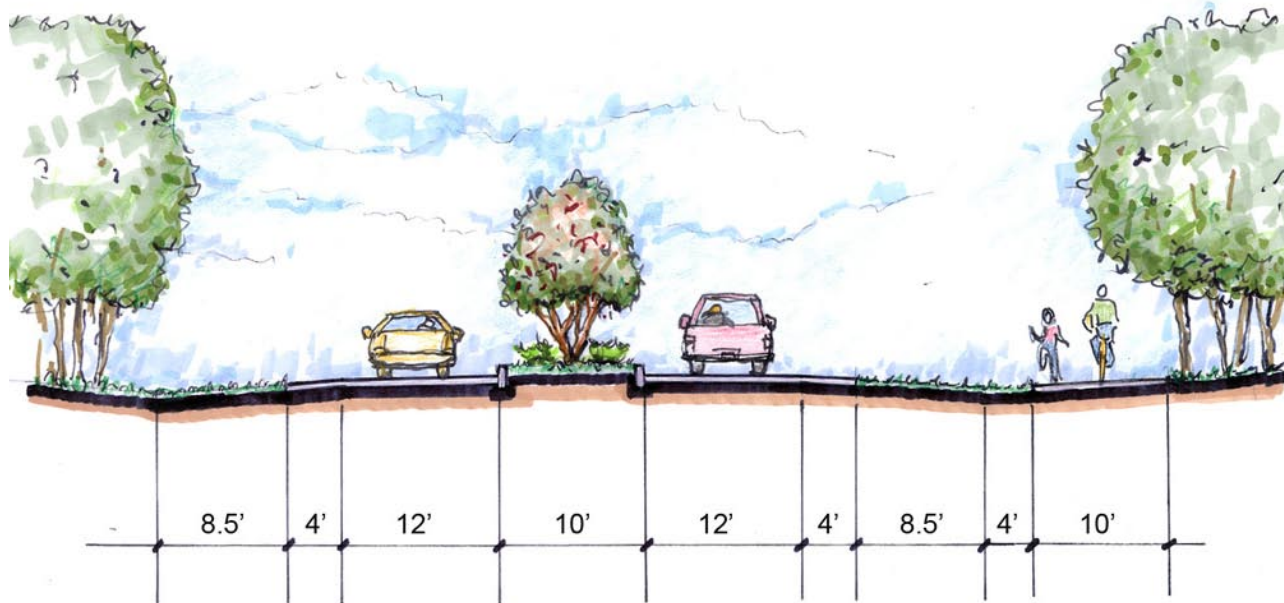
Proposed Section for North Polk Street with Median



Proposed Main Street mid-block intersection with alternate for on-street parking in lieu of travel lane



Proposed Main Street with two-way left turn lane with alternate for on-street parking in lieu of travel lane



Proposed Industrial Drive Extension as a Parkway Street

Parking

Parking throughout Downtown Pineville was analyzed as a part of the planning and design process. Regarding parking, there are three guiding principles that are applied to this Plan:

- 1. Parking in downtowns should be viewed as a public utility, like streets, water, sewer, and parks.
- 2. On-street parking not only provides convenient parking areas, but it also serves to buffer the pedestrian realm from the travel lanes.
- 3. Parking areas should be convenient, easy to find, and safe but need not dominate the visual landscape.
- 4. The most successful parking arrangements are ones which encourage patrons to "park once and walk".

Minimum Parking Requirements

The current parking requirements for retail uses in the Downtown Area is 5 spaces per 1000 square feet. This standard, while appropriate for “big-box” stores is actually excessive by industry standards. The International Council of Shopping Centers (ICSC) has determined that the typical parking need for neighborhood and specialty retail is between 3.5 and 4.5 spaces per 1000 square feet.

The existing onerous requirement coupled with the unique parking arrangements in downtown require a different methodology. Consistent with the first principle above, the Town should consider the Downtown area as a “parking district”. Within this district there should be no minimum parking requirements. Of course, parking will need to be provided, but it should be done as part of a larger parking plan rather than on a site-by-site basis.

On-Street Parking

Presently, on-street parking is only offered along Main Street and along a short portion of Johnston. To have this limited amount of on-street parking in a downtown area is a detriment to encouraging residents to come and shop in Downtown Pineville. In addition to providing much-needed convenience spaces, cars parked on-street provide a barrier between the fast moving cars of Main Street (NC 51) and the sidewalk. This barrier gives a high perception of safety.

This Plan recommends the expansion of on-street parking where possible in addition to adding public parking lots a half-block to block off of Main Street.

In addition to Main Street, candidates for on-street parking include College Street, Church Street, Johnston Street. Also, on-street parking should be encouraged in the design of any new streets in this area.

Dimensions will vary for on-street parking based on the speed of the street and the frequency of turnover. In general, an 8 foot wide marked space is necessary for higher speed streets such as Main Street, while an additional 6 feet of unmarked pavement may be more suitable for a local residential street.

Off-Street Parking

Surface Lots

The Town currently owns a parking lot fronting Main Street between Dover Street and the railroad tracks. Other Parking lots include the parking in front of the police station, but public parking is not allowed on that site.

There are a number of private parking areas scattered throughout town. Those lots are designated for use by the patrons of the adjacent buildings only. As mentioned in Parking Principle #1 above, the Plan proposes to make parking a public utility for common use in the Downtown. Therefore, the Town is encouraged to negotiate with the owners of the private lots and enter into a management agreement. This management



Parking distribution with proposed development

agreement should focus on providing areas of both 2 hour and all day parking.

In addition, the Town should actively work to improve the organization of the lots through improved wayfinding and signage, restriping, coordinated lighting, and cross access easements between lots. As municipal services are relocated and construction on new municipal buildings begins, the opportunity should present itself for incorporating a cohesive lighting and signage package.

As a precursor to any significant redevelopment, the Town should develop a coordinated strategy to remove all existing barriers and scattered vegetation between lots to open up their visibility as well as improve the efficiency of the parking spaces.

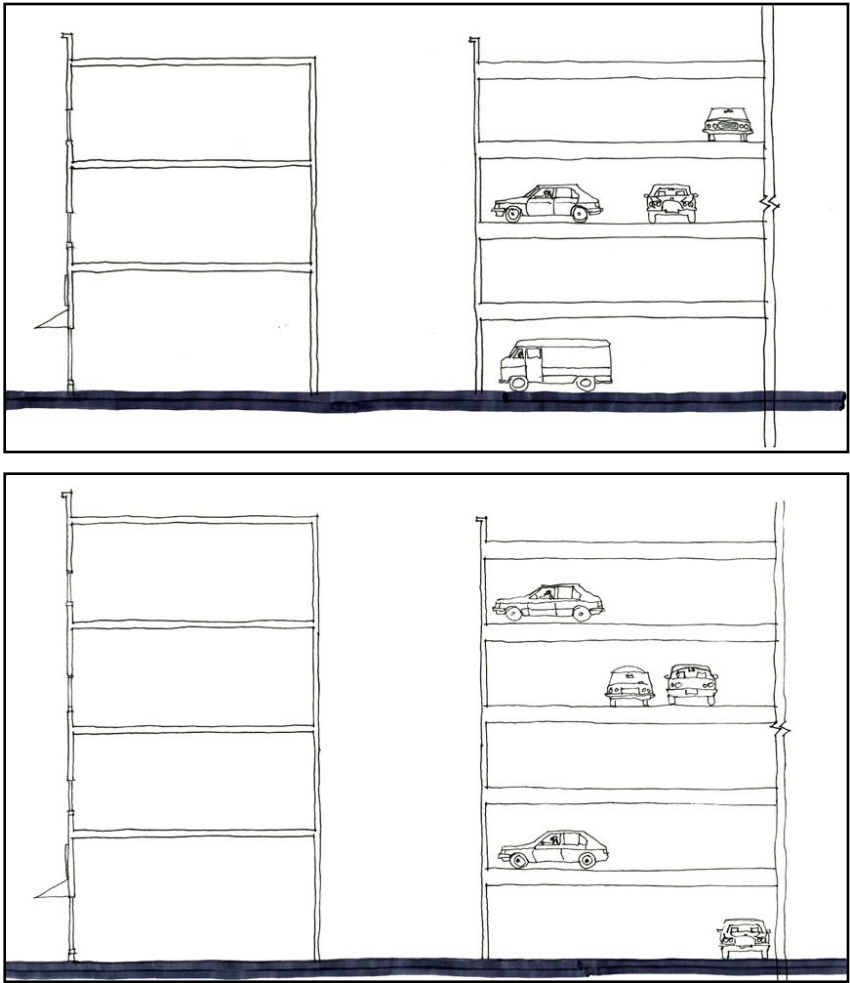
Parking for all uses should be relegated to the side or rear of the buildings. Where possible, additional on-street parking should be provided. The presence of on-street parking is the surest way to encourage pedestrian and additional retail activity.

Rail Station Parking - Parking Decks

Understandably, market conditions, the commuter rail construction phasing, and future retail buildings will dictate the financing, timing and the creation of a parking structure. However, if it is determined that a parking deck is needed in the future to serve the increased parking demand (a measure of success in any downtown), then it should be located as close to the proposed light rail station as possible. The conceptual plan shows a potential location immediately behind the historic storefronts at the end of College Street on the site of the current “chemical plant”.

In the near term, this area could serve as a surface lot. In the future, it is properly sized to support a 4-5 level parking deck accommodating more than 400 cars.

A 4-5 story parking deck may sound obtrusive for a primarily 1-2 story business area. However, the floor-to-floor heights of parking decks are about 20% less than typical buildings. Therefore, a 4 story deck can easily be hidden by a 3 story building.



Parking decks hidden behind liner buildings

KEY RECOMMENDATIONS FOR PARKING

- Eliminate minimum parking requirements for existing Downtown buildings.
- Provide on-street parallel parking along wherever feasible near Main Street within the study area.
- Extend on-street parking along Main Street to the west side of the railroad tracks in front of new commercial.
- Centrally manage all parking lots within the Downtown core.
- Install coordinated wayfinding, signage, and lighting for all parking lots.
- Promote shared parking, especially for uses that have opposite “peak” parking times, within the area.
- Reserve a location for a 400+ car parking deck to accommodate future development and transit parking.

Environmental Protection

Stormwater

By their nature, downtowns are inherently urban. That is, the coverage of building footprints, parking areas, and hardscape approach 100% of the total lot area.

As development occurs within Pineville, protection of the floodplains in the area is critical. The Town has seen first hand the impact of upstream urbanization of a floodplain. The net result is a dramatic increase in the flood storage needs of the creeks as they traverse Pineville. With an increase in the width of the floodplain has come a greater incidence of flooding and a reduction in overall amount of property available for development.

Downtown Pineville, if it is to thrive as a pedestrian-friendly, mixed-use center, must have wide sidewalks, small lots, and buildings built close to the street and to each other. This presents few opportunities to manage stormwater on a site-by-site basis. One of these opportunities in use elsewhere in the County is Low Impact Development (LID) Standards.

The Town should investigate implementation of Low Impact Development standards such as those adopted by the Town of Huntersville. According the Huntersville Ordinance, *“the goal of LID is to develop site design techniques, strategies, and BMPs to store, infiltrate, evaporate, retain, and detain runoff on the site to more closely replicate pre-development runoff characteristics and to better mimic the natural and unique hydrology of the site thereby limiting the increase in pollutant loads caused by development.”*

In urban areas, these techniques will range from conventional underground rentention to rain barrels and planted roofs. In addition, the Town should consider regional structures that serve a larger area within each drainage basin (Sugar Creek to the west and Little Sugar Creek to the east).

Sustainable Building Design

This plan also encourages the use of the LEED guidelines for certifying all new public buildings. Developed by the USGBC membership, the Leadership in Energy and Environmental Design (LEED) Green Building Rating System is a national consensus-based, market-driven building rating system designed to accelerate the development and implementation of green building practices. In short, it is a leading-edge system for designing, constructing and certifying the world’s greenest and best buildings.

In furtherance of this goal, the Town should also encourage the use of “green” roofs for all new construction. In particular, the Town should install roofing structures such as a planted garden roof system or a white roof on all new civic buildings.

Such roofing systems not only reduce energy costs on the buildings, but they can also be designed to capture and filter stormwater during a rain event. This type of technology reduces the environmental footprint of a building and promotes sustainable development practices.



Planted garden roofs minimize stormwater runoff and reduce heat gain like this one on the Chicago City Hall

KEY RECOMMENDATIONS FOR ENVIRONMENTAL PROTECTION

- As development occurs, ensure complete protection of the floodplain areas around Downtown Pineville.
- Consider implementing Low Impact Development (LID) Standards for the Town.
- Encourage the application of LEED building standards for all new civic buildings.
- Install “green” roof systems on all new civic buildings.



Proposed green roof buildings in the Civic Core

Civic Core

Downtown is currently home to a number of key civic structures including the Town Hall, the Police Station, the Fire Station, the Town-owned Telephone company, and the Post Office. Both the Town Hall and the Post Office need additional space for expansion. The Fire Department also appears to need additional space as well as a more modern facility to accommodate the needs of the community. Finally, it is important to note that while the Police Department and the Fire Department are important facilities, they do not need to have frontage or visibility on Main Street.

The two facilities that would serve as more appropriate anchors on Main Street are the Town Hall and the Post Office. The high number of customers that come to these two buildings underscores their prominence as public buildings. To this end, this Master Plan suggests that each facility be relocated to give greater visual and physical connections to Main Street. In order to accomplish this, a civic “shell game” is proposed.

This interesting “shell game” begins with the relocation of the Police Department allowing the Town Hall to be constructed on the site of the current Police Department. In order for this to occur, there are at least three different options to consider.

In all of these options, the only assumption that remains constant is that the Electric Department remains in place. This is due to the high expense and physical disruption associated with the relocation of switching equipment that currently feeds into the Town Hall.

Option A:

- Construct a new Fire Department on the lot adjacent to the Town Hall
- Construct a new Post Office on the site of the current Fire Station
- Construct a new Police Station on the site of the current Post Office



The Civic Core consists of several municipal buildings utilizing “green” infrastructure.

- The Electric Department takes over the remainder of the current Town Hall
- Option B:
- Construct a new hybrid Police Station/Fire Department on the lot adjacent to the Town Hall
 - Enlarge the existing Post Office on its existing site but giving it a prominent visual termination down Church Street
 - The Electric Department still takes over the remainder of the current Town Hall

Option C:

- Construct a new hybrid Town Hall and Post Office (Town Hall meeting functions on the lower level and offices on the upper level with all Post Office functions to the rear of the building on the lower level)
- Construct a new Police Station on the site adjacent to the current Town Hall
- Construct a new Fire Station on the site of the current Post Office
- The Electric Department takes over the remainder of the current Town Hall

Finally, the civic infrastructure of the Downtown should be anchored by a public space such as a green or plaza. While this would displace visible parking spaces, it would also create a central gathering place for events and activities.

The drawing on this page depicts a formal allee of trees with benches. The purpose of this allee is three-fold. First it provides shaded areas for people to rest and relax. Second, landscaping softens the long expanse of the neighboring building's (Persian Rug House) single-story wall and increases the vertical scale of the space with taller trees. Third, and more importantly perhaps, it provides a landscaped route to additional public parking located behind the buildings.

The remainder of the space should be a combination of hardscape (pavers and concrete) and softscape (lawn areas) that are designed to permit the widest variety of activities to be programmed in the space. Some initial considerations for programming include evening concerts, art festivals, holiday tree lightings, and children's activities. When combined with Church Street and College Street, the plaza would also serve as a focal point for larger community festivals such as those currently held at the Pineville Lake Park.



Perspective drawing of the proposed Town Hall and civic plaza



Existing Police Department location

KEY RECOMMENDATIONS FOR THE CIVIC CORE

- Complete a strategic plan for public and semi-public buildings.
- Construct a civic plaza or similar public space with frontage on Main Street.

Main Street East

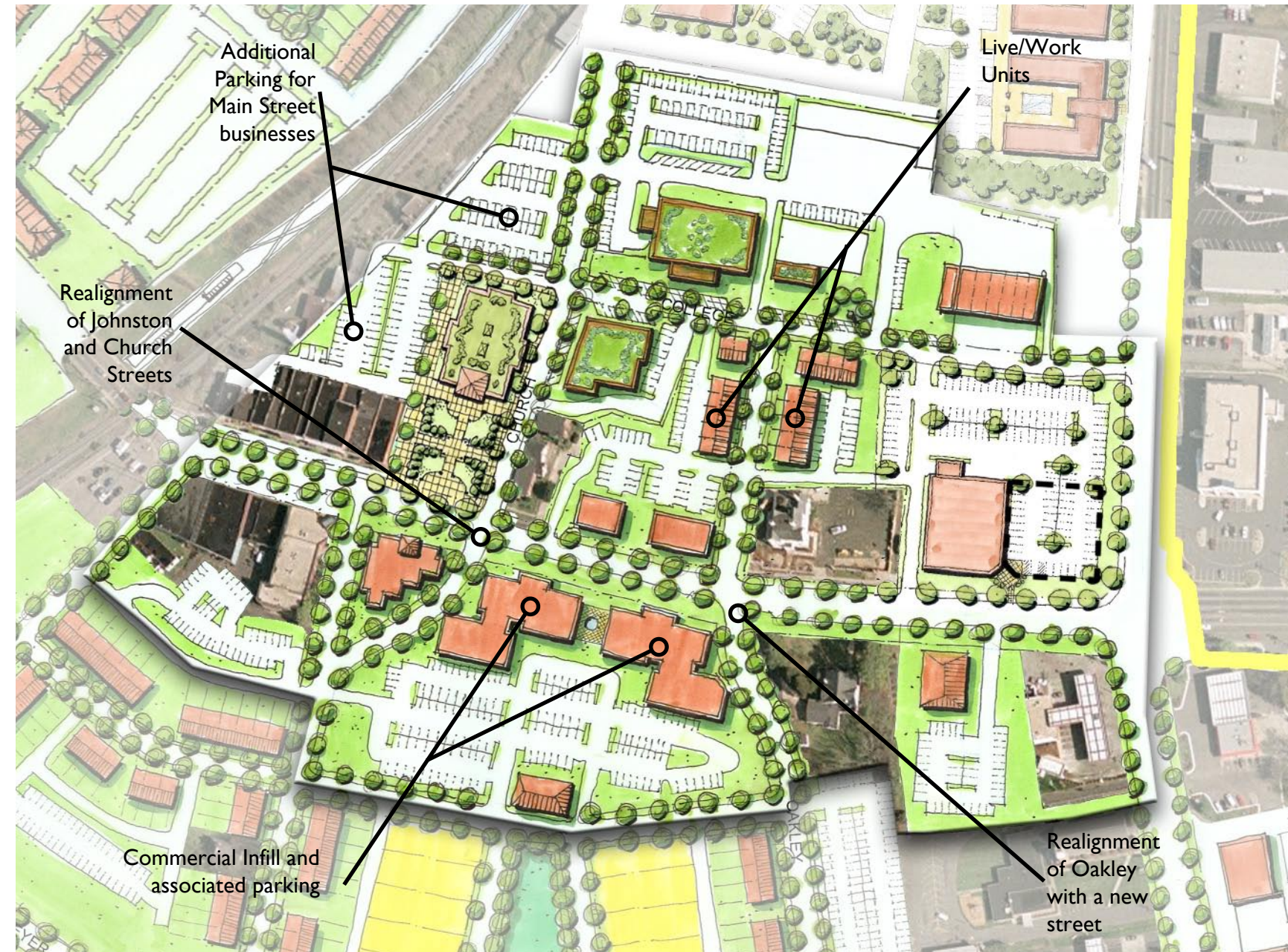
The historic Main Street area stretches from the railroad tracks eastward to Polk Street. It includes the row of historic storefronts just east of the railroad tracks as well as more recent commercial infill along Main Street.

In addition to the “Civic Core” mentioned in the previous section there are a number of key redevelopment opportunities on vacant or underdeveloped lots (see Development Evaluation on Page 7). Additionally, there are a number of historic structures, including the Samuel Younts House (now occupied by Blis Salon) and the Oakley House, that maintain prominence along Main Street.

Historic Core

The current block of historic buildings is saddled on the east side of the railroad tracks includes mainly one story buildings with painted brick facades. When the charrette was conducted in November, 2004, the buildings were almost completely obscured by improperly pruned Bradford Pear trees.

Because of its size and shape, the Bradford Pear tree is inappropriate for streetscapes. Proper street trees should be tall so that their lower branches can be limbed up above the view of the storefronts and should have a spreading canopy to provide shade for pedestrians.



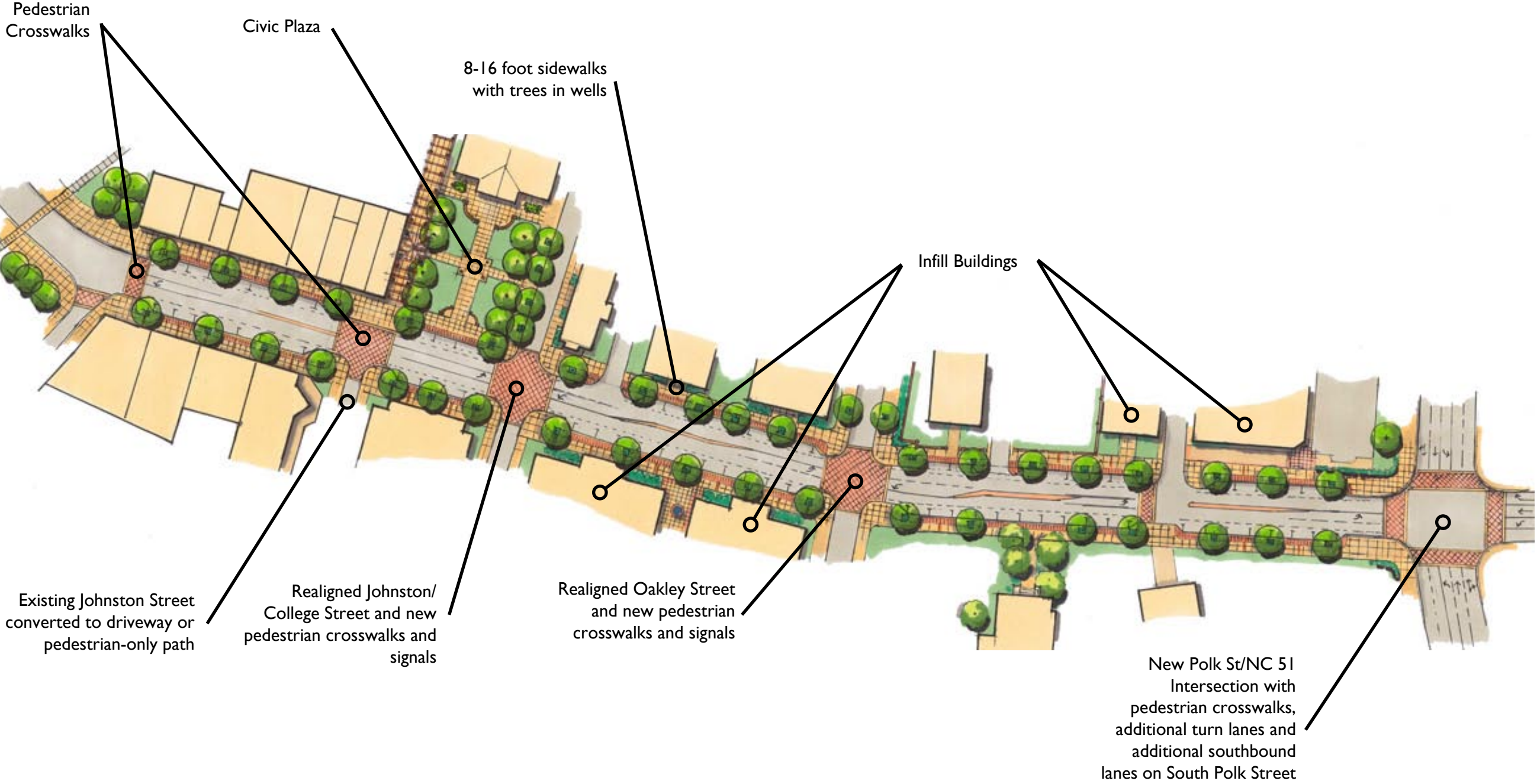
Pre-charrette picture of Main Street buildings obscured by trees



Image taken 1 month after charrette with trees removed



Proposed streetscape with canopy trees limbed up above the storefronts



Within a month following The Lawrence Group’s suggestion at the charrette, all of the Bradford Pear trees were removed. The result is clear view of a very handsome series of storefronts. Replanting should occur in the fall with an species appropriate for streetscapes such an Allee Elm or a London Plane.

Main Street Redesign

With resolution of through traffic issues and construction of the northern reliever route (Industrial Drive extension previously discussed), it is anticipated that a redesign of Main Street could be accommodated and afforded by Pineville. The existing four lanes could be reduced to one lane in each direction with separate left-turn lanes added as needed at intersections.

The conversion of travel lanes would create road space within the existing right-of-way to provide on-street parking on both sides of Main Street between Cranford and Polk Highway. Furthermore, restriping the street would leave a few feet separating the travel lane from the on-street parking, room enough to afford flexibility in the operation of Main Street so that motorists can go around other vehicles trying to parallel park, or move over when an emergency vehicle moves through the corridor. Also, bicyclists would feel comfortable riding the corridor in between the travel lane and on-street parking.

Retailers universally agree that the addition of parking near their front door tends to result in a positive impact on the bottom line thereby improving their business sustainability. It is anticipated that a redesign of Main Street will support a conversion to add new retail businesses that would enhance the marketability and value of time spent shopping on Main Street. This plan dovetails nicely with Pineville’s approach to marketing the area to shoppers as “Big Shopping in a Small Town”; an approach that creates synergy between the shopping experience on Main Street and at Carolina Place Mall.

Infill and Redevelopment

There are a number of infill opportunities, particularly on the south side of Main Street on property owned by the Yandle family. The plan encourages the development of vertically mixed-use development that provides retail or restaurants on the ground floors and residential or office on the upper floors.

Given the width of the road, 3-4 stories would be appropriate along Main Street. This height should taper back into the neighborhood down to 2 and 3 stories.

Live-work units are suggested as transitional building types just off of Main Street. Live-work units provide flexible opportunities for infill sites that have low parking demands and a residential scale. Detailed like townhomes, the have lower level at-grade entrances that permit limited retail or office uses with the owner living above or behind the commercial space.

Drug Store Corner

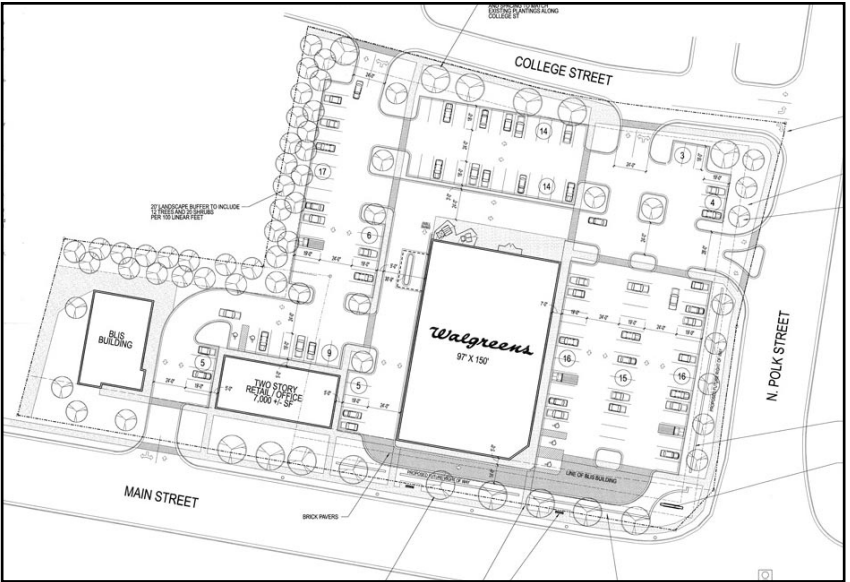
Running parallel with this planning effort is a proposal to redevelop the entire northwest corner of North Polk Street and Main Street all the way to the Blis Spa. This project is proposed to include a Walgreen’s drug store replacing some old homes, commercial buildings, a restaurant, and a gas station.

The Lawrence Group worked extensively with the developer on various scenarios for this site based on the proposed building program and site constraints. The key elements reflected in this Plan are as follows:

- Parking is permissible along the Polk Street frontage but not along Main Street
- The build-to line of the building should be equal with the Samuel Younts House (Blis Spa)
- A circulation drive around the front of the building, if provided, should be detailed using brick pavers, textured concrete, or stamped asphalt.
- A wrought iron fence and seat wall should be provided around the parking areas similar to the Samuel Younts House (Blis Spa)
- All building facades along Main Street should have fenestration (doors and windows) that provide clear views to the merchandise and human activity inside. Windows should be clear storefront, the base of which should be no higher than 36 inches from the sidewalk.

New Blocks and Streets

Additional connecting streets and alleys are recommended to provide a secondary means of traffic flow off of Main Street. Opportunities for redevelopment will emerge with the realignment of Johnston Street to align with Church Street and the realignment of Oakley Street. These efforts will consolidate two traffic signals to one in the heart of Main Street, thus simplifying vehicular and pedestrian patterns.



Proposal for Walgreen’s submitted by Tribek Properties

KEY RECOMMENDATIONS FOR MAIN STREET EAST

- Replace Bradford Pear trees with a larger variety tree that can be limbed up to expose the storefronts along Main Street.
- Develop a prototypical streetscape treatment for Main Street including curb, sidewalk, lighting, tree, and signage detail.
- On the south side of Main Street, realign Johnston Street to align with Church Street to the north.
- Realign Oakley to align with a proposed road to be located west of the Samuel Younts House.
- Adopt new design standards that improve the pedestrian realm and overall aesthetic of the area.

Main Street West

The Main Street today ends on the east side of the railroad tracks. Given the new residential development on the west side along with the potential development of the Miller tract, there is a great opportunity to extend the commercial core of Main Street one additional block.

Main Street Extension

The extension proposed in the conceptual plan includes retail and live/work units and consists of a substantially higher density housing component to support these new businesses. The townhome section will also help transition from the new retail and parking to the single-family development of the Traditions.

Transit Station

Most importantly, the extension of Main Street supports the potential location of a light rail transit station. The conceptual plan has located a station on the north side of NC 51. A transit station on the Cone Mill site was evaluated but ultimately rejected because it would necessitate a crossing of a major thoroughfare (NC 51).

Some parking for the transit station could be accommodated on the west side of the station with the balance occurring on the east side. A multi-level deck could easily be located behind buildings on either side without being visually imposing (See page 20 for image of parking deck liner building strategy).

Jack D. Hughes Memorial Park

The Town currently owns a number of parcels that have frontage on Main Street associated with the future construction of Jack D. Hughes Memorial Park. The park's master plan includes ballfields and passive recreation areas (trails, picnic areas, etc.) with most of the activities occurring deep within the parks boundaries.



Proposed extension of Main Street westward, including a commuter transit platform and support residential

The frontage property represents a potential opportunity for the Town to sell property along Main Street and yield value that can be transferred for other capital needs, such as park construction. The plan recommends 2-3 story mixed-use development in a pattern similar to the rest of Main Street.

The conceptual plan also recommends two entrances to the park from Main Street. The first would be from existing Reid Lane. This would serve as the primary entrance until construction of the mixed-use development to the east was

completed. As part of the development process, a new primary entrance could be constructed. The entrance should line up with Cranford Drive providing for smoother traffic operations and signalization.



**KEY RECOMMENDATIONS FOR
MAIN STREET WEST**

- Permit the extension of the Main Street retail district across the railroad tracks to just west of Cranford Drive.
- Investigate the feasibility of a light-rail transit platform in the northwest corner of the railroad tracks and NC 51.
- Evaluate the sale of the frontage property currently associated with Jack D. Hughes Park for mixed-use development.
- Permit higher density along Main Street and Cranford Drive to support the Main Street with pedestrian activity.
- Provide interim access to Jack D. Hughes Memorial Park from Reid Lane.
- Provide primary access to Jack D. Hughes Memorial Park from a new four-way intersection at Main Street and Cranford Drive.
- Provide a pedestrian/bicycle connection from the Mill site to the Park.

Polk Street Redevelopment

North Polk Street

Along North Polk Street, the conceptual plan identifies an area for major redevelopment of currently underutilized properties. Located on the west side of North Polk Street, the area serves as a gateway into the downtown of Pineville. The current uses in this area include boat/car sales and maintenance, nursery, and warehouse space.

Redevelopment with a more urban form will signify change as one approaches the intersection of North Polk Street at Main Street. New construction should be located fairly close to the right-of-way of North Polk Street. This gesture will begin to compress the current “openness” of the streetscape. With parking located to the rear of these new buildings, the pattern of development will be vastly different from the existing conditions along N. Polk Street and the rest of South Boulevard.

A majority of this site is within the 1/4 mile walking distance of downtown and the future commuter transit station. At build-out this area could support vertically mixed-use development with over 200 residential units and 52,000 square feet of flex office/retail. Key functional ingredients in this plan involve an alley and road that parallel North Polk Street. This connected system would provide an alternate to North Polk Street for access into downtown.

As was mentioned in the Transportation and Circulation section, this area should be a prime candidate for a revised streetscape with underground utilities, wide sidewalks, street trees, and less cluttered signage.

Over time, the east side of the street could be redeveloped in the same manner creating a true gateway to the Downtown area.



Redevelopment plan for North Polk Street



Existing conditions looking south along North Polk Street

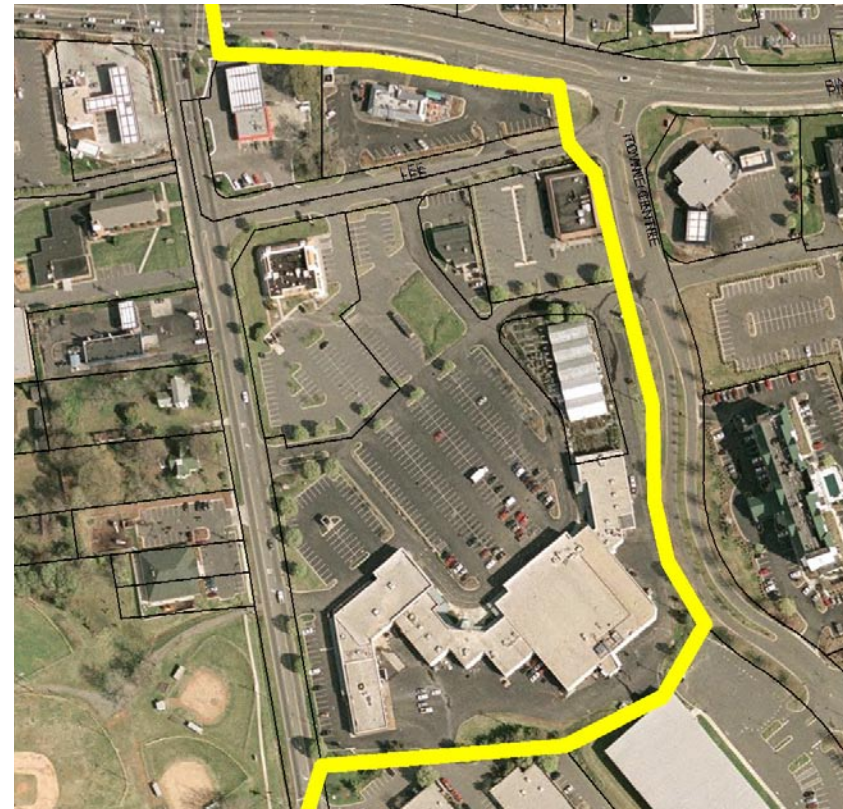


Photo enhancement showing new street trees, underground utilities and low signage along North Polk Street

South Polk Street

The current Food Lion shopping on South Polk Street (Lancaster Highway) has an excessive amount of parking, likely due to high parking requirements at the time of construction. This excess parking represents additional development opportunity that will lead to increased tax base while reducing the visual impact of the parking lot.

The conceptual plan shows liner buildings along South Polk Street and the reconfiguration of the existing parking lot in a more efficient manner. Further, the main entrance of the parking lot is realigned with the proposed street along the north side of the school property. This permits the opportunity for a traffic signal and improves pedestrian crossing safety.

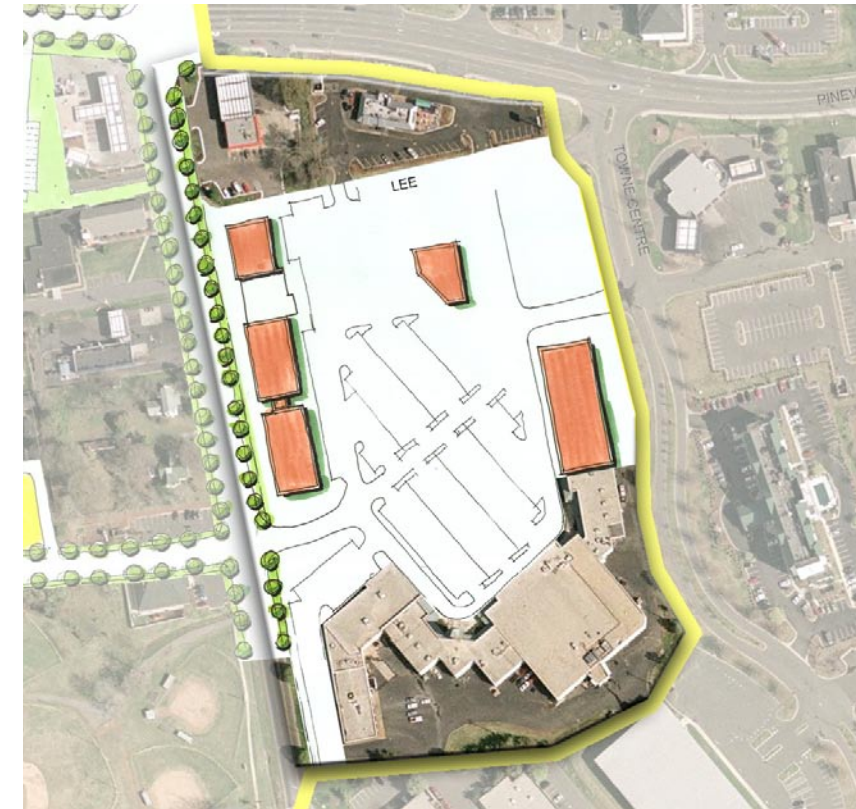


Existing shopping center with Food Lion anchor

This plan is dependent upon the reduction in overall required parking for the shopping center. The current requirement of 1 space per 250 square feet in a shopping center would likely permit the overall reduction in the existing parking spaces for the center thereby freeing up potential building pads.

Address Aerial Utilities

As owner of the local power utility, the Town of Pineville is in an enviable position to effect aesthetic improvements to aerially relocate or preferably to bury the overhead powerlines along Polk Street. The introduction of street trees that provide pedestrians with summer shade is best implemented when overhead utility lines are raised higher or preferably buried.



Proposed commercial infill development as part of the shopping center

KEY RECOMMENDATIONS FOR POLK STREET REDEVELOPMENT

- Develop a prototypical streetscape treatment for Polk Street including curb, sidewalk, lighting, tree, and signage detail.
- Bury or relocate existing overhead utilities.
- Adopt design standards for Polk Street (North and South) that minimize the visual impact of parking lots, improve the existing pedestrian realm, and establish gateway elements such as coordinated lighting and signage.
- Encourage mixed-use development on tracts between North Polk Street and the railroad tracks.
- Reduce parking requirements and encourage shared parking to encourage redevelopment on under-utilized lots.

The Mill Site

The redevelopment of the Cone Mill-Parkdale Plant site may be the most critical land use component to this Master Plan. The manner in which this site is redeveloped will greatly impact the function and character of the surrounding area.

Based on conversations with the Charlotte/Mecklenburg Historic Landmark Commission, the Mill has little to no historic value and currently serves as a part-time storage facility for the property owner. To allow for redevelopment, the Mill would need to be purchased and demolished.

It was clear, speaking with charrette attendees and public officials, that the Mill should be razed. However, the cost to acquire and demolish the Mill would require significant reinvestment of commercial and/or office uses to recoup the aforementioned expenses. Therefore, a partnership may need to be formed so that the aquisition and demolition costs be leveraged through public involvement.

As part of the design and market analysis the site was evaluated and two alternatives were developed. These are more fully explained below as the “preferred plan” and the “alternate plan”.

Preferred Plan

The location for this site, embedded in a neighborhood with poor access and visibility from major corridors, makes it a difficult location for high traffic uses such as large office and retail.

Therefore the plan recommends development of a urban residential infill neighborhood. This type of plan permits the same fine-grained street grid as the rest of the neighborhood. It extends the boulevard along Park Avenue into the site and teminates it as a pedestrian/bicycle access to Jack D. Hughes Memorial Park.



Mixed residential plan for the Cone mill site

The buildings proposed are 2 story townhomes and quadruplexes (urban mansions). Because there are no homes that face the mill site directly, it is perfectly acceptable to have differing building types of a larger massing, provided they don't overshadow the rest of the neighborhoods. The two story buildings would provide an adequate level of density necessary to justify the substantial site preparation cost, while not being visually imposing.

While the scale and design of the buildings is residential in character, this does not preclude boutique office (500 - 6,000 square feet) or a limited amount of neighborhood retail (dry cleaner or hair/nail salon).



The alternate plan for the Mill Site includes larger office/workplace buildings, multi-family, and limited retail

Alternate Plan

In an attempt to achieve a higher density and intensity of development to offset the site development costs, an alternate plan was developed. The plan includes 2-4 story buildings with office and residential uses and a limited amount of neighborhood retail. The intensity of the development pattern shown is largely a function of the parking requirements of the various uses and the unusual geometry of the parcel.

In order to acheive more density on the site (i.e more 3-4 story buildings, additional parking would need to be located on the site. This parking could be located below the buildings in a basement or in a parking deck. If additional parking were needed it should be located on the railroad track side of the side where it will have less of a visual impact.

Like the preferred plan, the alternate plan recommends the extension of Park Avenue as a boulevard through the site terminating at the pedestrian/bicycle access to the Park.



Artist interpretation of proposed mixture of housing for the Mill site

KEY RECOMMENDATIONS FOR REDEVELOPMENT OF THE MILL SITE

- Secure a purchase option for the Mill Site and issue an RFP for developers for the site redevelopment.
- Encourage mixed-use, residentially-scaled development that extends the street grid and is complementary of the neighborhoods.



Existing conditions at the Cone Mill site

The Mill Village

The Mill Village is generally located between Oakley Street and Dover Street/Cone Avenue from behind Main Street to Fisher Street. The northern portion of this area is ripe for redevelopment as many properties, mostly undeveloped or long since vacant, are held in common ownership. The southern area remains largely intact and represents perhaps one of the best examples of this building typology in the Mecklenburg County.

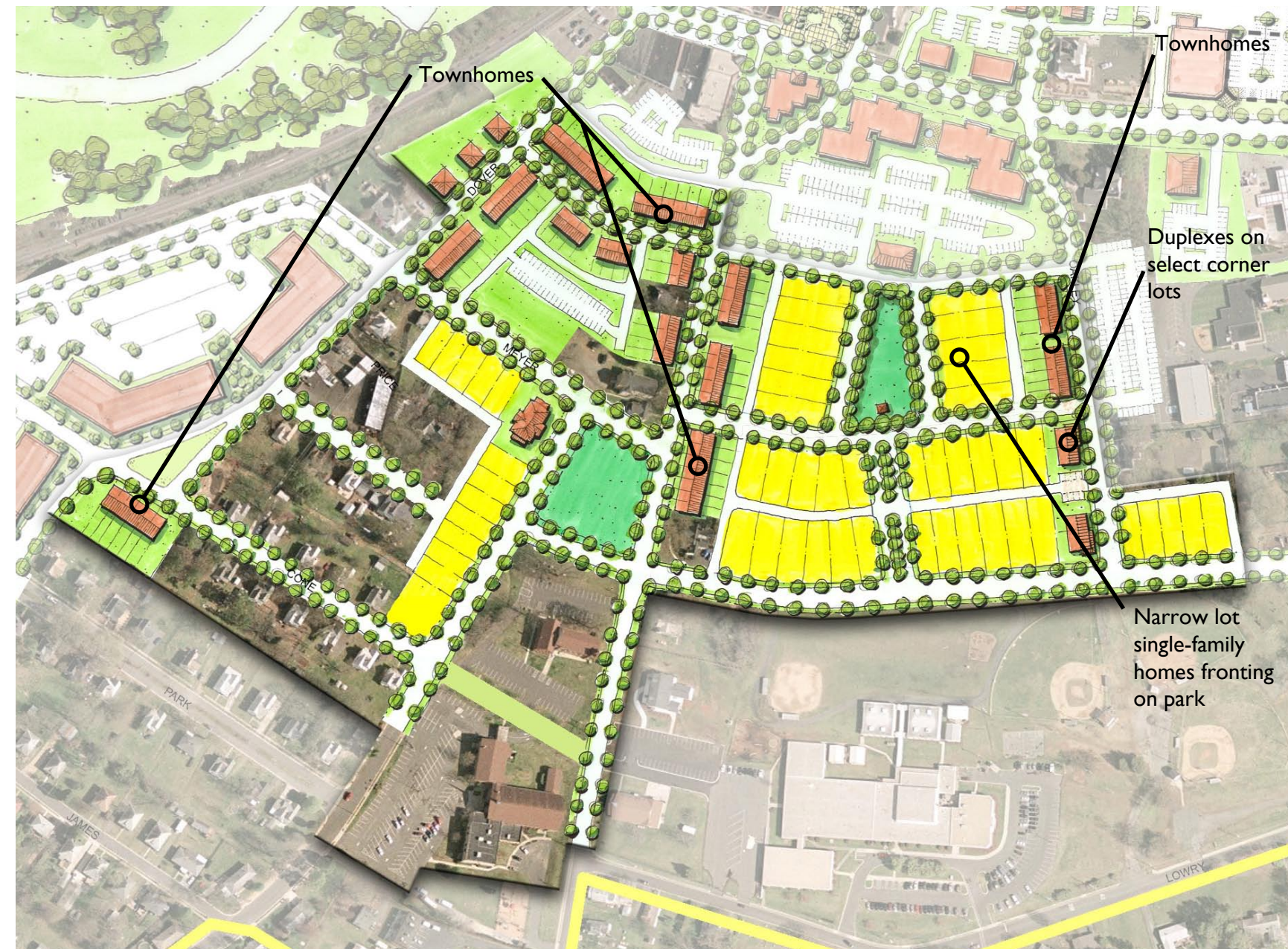
Preservation of Southern Area

Based on a site analysis by The Lawrence Group as well as a more thorough analysis by the Charlotte-Mecklenburg Landmarks Commission, the plan recommends an aggressive preservation strategy for this area. Beginning on Cone Avenue and moving south, the Town should strongly consider designating this area as a Locally Designated District and pursue a National Register Historic District to encourage tax credit renovation and other financing tools. Further, entry into either of these programs, permits the Charlotte-Mecklenburg Landmarks Commission to use their revolving fund to purchase, renovate, and resell with protective covenants any of the homes in the area.

Redevelopment of Northern Area - Comprehensive

Based on the number of vacant or underutilized tracts there is a bold opportunity for significant redevelopment coupled with an extension of the street grid. The development shown in the conceptual plan balances the opportunity for higher density urban infill close to Downtown with a limited amount of single family housing. The intent in providing some detached housing is to encourage families to locate within walking distance of the Elementary School. Development should take advantage of this unusual, though preferable school location.

This plan also promotes a parkway street along the northern boundary of the school property from Johnston Street to South Polk Street. The purpose of this street is two-fold. First, it opens up the rear of the school and makes it easily policeable and



Conceptual comprehensive redevelopment plan for the northern (largely undeveloped/underdeveloped) portion of the historic mill village area

therefore safer. Second, it provides an alternate connection from Main Street to South Polk Street for evening commuter traffic to use in lieu of routes that more greatly impact the existing mill village.

The final element of this plan, like the incremental plan described below, is the incorporation of key public open spaces. The conceptual plan shows a public square bounded by Meyer, Johnston, and two new streets around the Stough Memorial Baptist Church. This space would be bound on two side with churches with the other two providing additional development opportunity.

The second square is located within the block proposed to the north of the school, between Johnston and Oakley Streets. This common public space is used to offset private lawn areas and would private and secluded enough to provide a safe environment for very small children to frolic and play.

Redevelopment of Northern Area - Incremental

As with the more comprehensive plan, the incremental alternative provides an east-west connection from Johnston Street to Oakley Street and to South Polk Street but in a more circuitous route. Gone from the plan would be the direct parkway street along the northern boundary of the school directly to South Polk Street. Also, the number of units in this area would be less than half of its potential.

KEY RECOMMENDATIONS FOR THE MILL VILLAGE

- Preserve the historic mill home area using preservation tools such as a Historic District.
- Work with the Charlotte-Mecklenburg Landmarks Commissions to rehabilitate and resell old homes using the revolving loan fund.
- Encourage assemblage of the undeveloped and/or underdeveloped parcels so that redevelopment can occur in a planned, comprehensive manner.
- Construct public spaces such as squares and greens to offset infill density.
- Encourage higher-density, mixed-use development in the northern area to encourage pedestrian activity Downtown and to the School.



Alternative development plan using a more incremental approach

The Miller Tract

The Miller tract is a ~110 acre property located in the northwest section of the study area. It is currently zoned for industrial development and is adjacent to an industrial park to the north. The tract is divided into a northwest section and a southeast section by a stream (and floodplain) that feeds into Sugar Creek.

Circulation and Connections

Access to the property, at present, is from Cranford Drive and Franklin Street. As part of the Master Plan evaluation, other routes around the Town were agreed upon in an effort to relieve traffic congestion on Main Street.

One of these alternative routes, connection from Downs Circle to Industrial Drive, also provides a new front door to the Miller tract. A second connection extends Commerce Drive across (or under) the railroad tracks to provide a front entrance from North Polk Street.

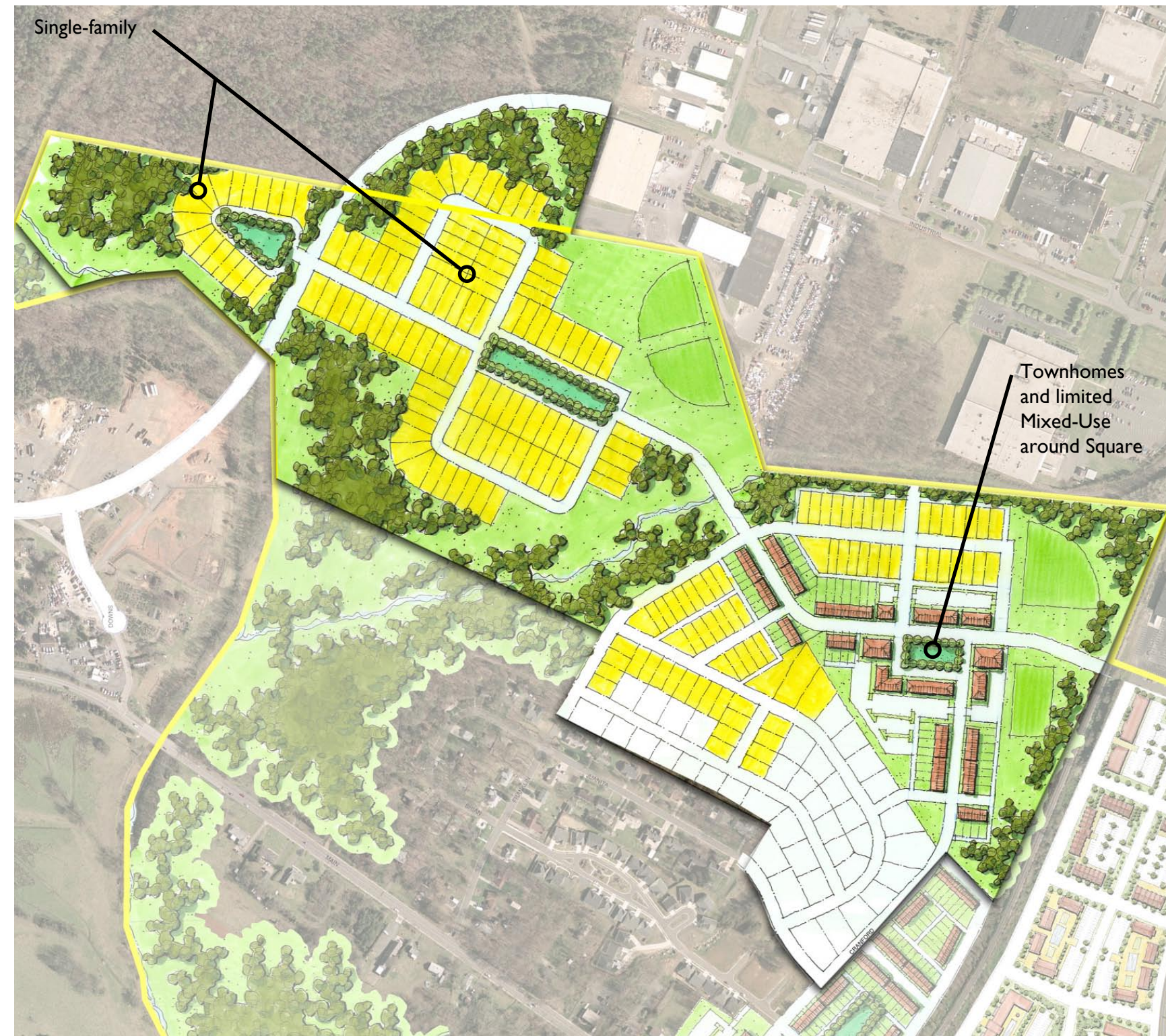
General Development Pattern

The conceptual plan shows the southeastern portion as a mixed-use neighborhood with retail, townhomes, and single-family homes including a single-family extension of the Traditions neighborhood. The retail and townhome portion of the southeast section along the spine will help transition from the retail and vertical mixed-use elements along Commerce Drive and North Polk Street as well as the industrial properties to the north.

With the northwest section being located further away from downtown, the plan recommends primarily single-family homes. Retail services in the southeast section will be walkable from these homes.

Parks and Open Spaces

In both areas of the plan, the use of active recreational fields helps to provide visual and physical distance from adjacent uses



Proposed development scenario for the Miller tract

that may seem incompatible, such as industrial uses. The plan recommends a greenway extension through this neighborhood to connect to the planned Sugar Creek greenway.

The plan recommends that the neighborhood be organized around a series of public open spaces such as square and greens. The use of well-defined open space is excellent community amenity and would strategically differentiate it in the Pineville marketplace where little usable open space is available.

To ensure their use and security, these public open spaces should be bounded by streets along at least 50% of their perimeter.

Density

During the charrette there was a great deal of concern raised by the existing residents of Franklin Street, Brian Circle, and Juanita Drive regarding the potential density of the development on the Miller tract. Specifically, issues regarding the direct connection of this neighborhood to Franklin Street and the number of additional cars was discussed.

An analysis of the existing neighborhood including the recently constructed Ridgely, and the partially constructed Traditions nets a current density of approximately 5 units per acre. Given the proximity of this neighborhood to Downtown, it is an appropriate location for a medium-level of density.

To that end the plan recommends that the Miller tract be developed at a gross density of 5 units per acre with the greatest density being in that portion closest to the downtown area and the proposed transit station area.



Examples of neighborhood parks and squares

KEY RECOMMENDATIONS FOR THE MILLER TRACT

- Dedicate right-of-way or construct a portion of a regional road connection from Downs Circle to Industrial Drive.
- Pursue vehicular rail-crossing to Commerce Drive.
- Permit higher density development with 1/2 mile of Downtown with a gross average density of 5 units/acre.
- Encourage the use of public open space as an organizing element in the site design.
- Protect the floodplain and construct a greenway trail.

Marketing and Branding

Marketing and Branding Issues

Pineville is perceived as a regional shopping destination, but there often is little recognition for the small town setting that exists a short distance away from the Interstate. This area is flanked by two interstate exits with major retail areas anchoring each. Ballantyne borders Pineville on the east with an organized and focused marketing campaign.

There is a lack of identity within the residential community of Pineville as well. The residents have had to endure the closing of the mill and a huge retail influx, leaving them winded as a community.

Therefore, any marketing and branding strategy for the Downtown area must first start with a community-wide strategy then extend into its various shopping districts and neighborhoods. The Marketing and Branding of Pineville should be taken up on two fronts. The first should be efforts by the Town. The second should be efforts from a unified business owners group. The strategy in Pineville should be one of embracing and promoting the existing retail while hinting at a “secret treasure” that is the downtown and the residential neighborhoods.

The proposed marketing logo merges the streetscape of downtown with Carolina Place’s facade, but has the downtown holding more prominence in the graphic. The logo also focuses on the lone pine. It is important that the logo acknowledges the historic importance of the pine tree without setting the expectation that the town is filled with pines.

The Logo Design

This Plan recommends a two logo system: A Town seal and a marketing logo.

The proposed Town seal, using the icon of a Pine, is a deviation from the current seal. The Town seal is a formal logo to represent the actions of the municipality.

The marketing logo is focused on merging the historic downtown with the booming commercial surroundings. The design works best in a two-color format. The style has also been incorporated in a comprehensive branding package to begin to develop branding equity for the different districts.



Town Seal cast in bronze

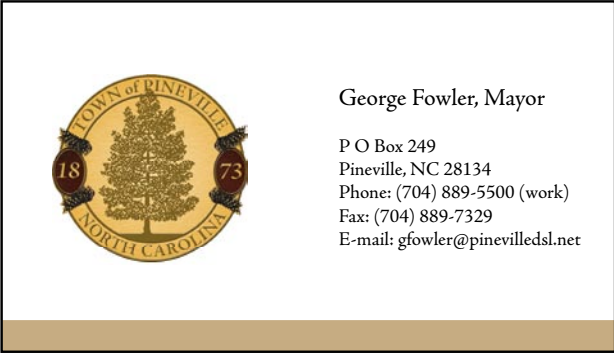


Marketing Logo variations and suggested applications.

Additional applications using the proposed logo and seal system created for the Town of Pineville.



Logo incorporated with Special Event advertising.



Town Staff and Elected Official business cards



New Town Website

KEY RECOMMENDATIONS FOR MARKETING & BRANDING: YEAR I

- **Adopt a “popular” logo for marketing and branding.** This does not necessarily need to replace the formal Town Seal, but could. The true purpose of the logo is to have an image that is used on signing, marketing, and branding. The proposed logo is contemporary without being too modern. We also recommend simultaneously launching a district system with the four branches of the main 521/51 intersection as the districts. This will begin to create and distribute equal emphasis on the four areas and will promote more cross shopping, dining, etc..
- **Implement Gateway Signs and Street Banner Program.** This would begin with signs and banners at gateway points leading into the town center. The gateways could be sponsored by different civic groups to help offset the cost. An important function of these gateways is to denote arrival, without giving the perception that once a visitor arrives at this point, they have seen it all.
- **Form the Shop Pineville Business Guild.** This is perhaps the most important single step that needs to be considered in the first year. We recommend that Parks and Recreation be the Town’s staff support for this organization with assistance from the Planning Department. We recommend that annual dues be approximately \$100 per business and that the town provide at least a 50% match to the dues raised. The goal would be a budget of \$10,000. The group should be responsible for co-op marketing, launching the branding, creating a brochure, building media relations, getting news coverage, and other marketing efforts...
- **Adopt a Visitor Friendly Website.** This should be launched in concert with the Shop Pineville Brochure and could be integrated into the Town’s website.



Committees

Advertising- This committee would need members from all of the intitities that are currently spend money on advertising

PR- This committee would be in charge of generating stories ideas for journalists and devel-
oping and maintain relations with the media outlets

Promotions- This committee would research and recommend co-op opportunities such as
Shop Pineville Shopping Bags, etc.



Conceptual Gateway Signage

KEY RECOMMENDATIONS FOR MARKETING & BRANDING: YEAR 2

- **Begin Selective Co-Op Ad Placement.** In year two, the Shop Pineville Business Guild should begin working on co-op ads that are strategically placed in both resident- and visitor-oriented publications. Local real estate publications are good ways to gain access to the population moving into the community while local newspapers and neighborhood newsletters are excellent options to reach existing residents.
- **Implement Event Banner Program.** Branding can be carried out very effectively in a festive banner program. We have provided conceptual banner designs on page 39.
- **Implement Antiques Event Series.** These should be SMALL regularly scheduled events centered on antiques and food.
- **Host a Familiarization Tour of Pineville for Regional Press.** By year two, the “shop big in a small town” focus of the community will be well underway. At this point, the regional press should be offered a chance to learn about all the shopping districts, the community’s antiques focus, and the re-invention of the Main Street. The goal here is “free marketing” for the community’s new brand.



Loyalty Savings Card



“Shop Big in a Small Town” Tote for shopping use throughout the Pineville area.



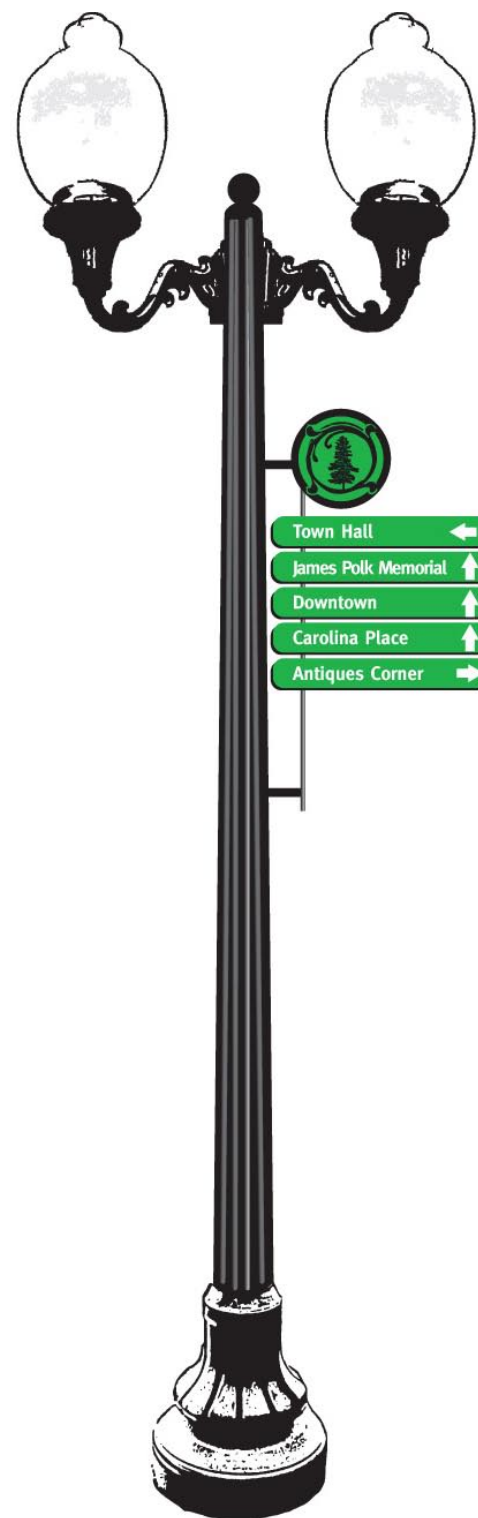
Business Guild Brochure

KEY RECOMMENDATIONS FOR MARKETING & BRANDING: YEARS 3 - 5

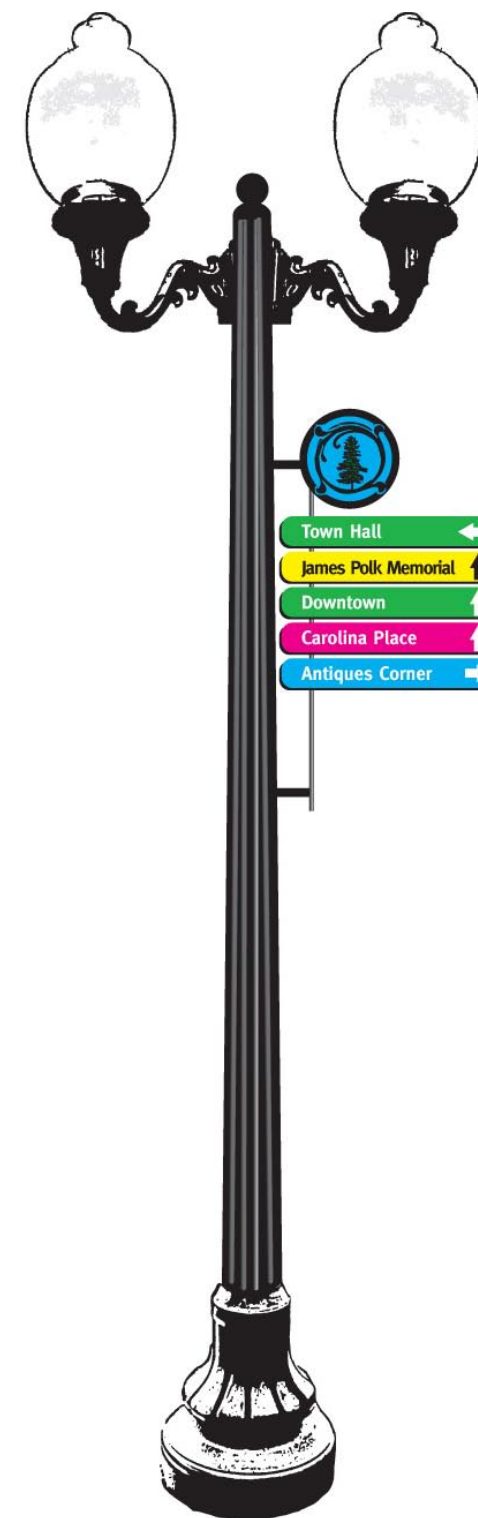
- **Convert the Shop Pineville Business Guild into a Business Improvement District.** Up to this point, the Shop Pineville Business Guild has been a voluntary organization based on dues. In year three or four, we recommend exploring the conversion of this organization into a Business Improvement District that utilizes a special tax assessment to fund a more comprehensive program. The staffing should come from the Town of Pineville and the town itself should contribute to the staffing costs. Ideally, an organization of this nature should have a budget of about \$150,000 to start.
- **Implement Comprehensive Wayfinding System.** Using the branding, a community wayfinding system should be implemented that will direct visitors to key amenities.



Wayfinding and Decorative Signage



Wayfinding



Banners

Urban Design

Urban Art

What differentiates a true urban environment from a shopping center is the level of detail that adorns the public realm. Many communities have incorporated fun and educational artwork into their sidewalks and public spaces.

In Greenville, SC, a high school student created “Mice on Main”, a series of well-placed (and often hidden) sculptures of mice based on the popular children’s book “Goodnight Moon.” A brozen sculpture of the book and one mouse are located on the fountain in front of the Hyatt Regency hotel. The other eight mice are installed throughout the downtown and finding them has become a game that entertains children and adults alike.

The Town could consider initiating an “Adopt-A-Square” Program with the local arts community and high schools for the creative placement of civic art within the sidewalks throughout the Town Hall Plaza District. For example, a brass two-dimensional train (for transit) could be embedded into the concrete of the sidewalk.

This type of artwork is not expensive, can easily be expanded and adds interesting features for pedestrians as they walk.

The Town should also encourage the placement of free-standing statuary and other forms of dimensional art work. Specifically, the Town should reserve locations for public art around all public buildings and facilities, such as the proposed Town Hall Plaza. Whimsy is encouraged as a way to enliven spaces and maintain a child-friendly focus.



One of the “Mice on Main” from Greenville, SC



Artwork embedded in the sidewalk in Cornelius, NC



Statue in Englewood, CO Transit-Oriented Development



Famous quote embedded in sidewalk in Greenville, SC



Public art with a seat in Asheville, NC

Storefront Signage

In an eclectic district like a Downtown where pedestrian activity is expected to be heavy, it is inappropriate to encourage suburban-style signage standards for storefronts. While the Town’s regulations do permit a wide variety of signage in the downtown, no merchant has taken advantage of the changes in sign fabrication technology. Specifically, merchants should consider the use of projecting signs and three-dimensional signs as a way to not only advertise the store but also to add ornamentation and detail to what are otherwise rather plain storefronts.

Once they arrive at a particular store, the storefront signage must be clean and concise. Signage on the glass should maintain the opacity of the window so as not to obscure viewing into the store. Store hours should be clear and regular. All signs in the windows should be professionally prepared. Avoid hand made signs that look cheap and unattractive as they will give the potential buyer the impression that the contents inside the store are as equally unappealing.

In addition to wall signs and under-canopy signs which should be provided for nearly every storefront, there are a number of buildings that should consider using wall murals for their end walls as they turn down the block. Wall murals were historically used by individual manufacturers such as Coca-Cola to advertise their products. These, of course, were replaced by billboards when the age of the automobile overtook the downtowns. In many communities, these murals have become part of the nostalgia of the area and in fact, are being replicated in new suburban locations such as at the SouthPoint Mall in Durham as a way to break up large blank walls.

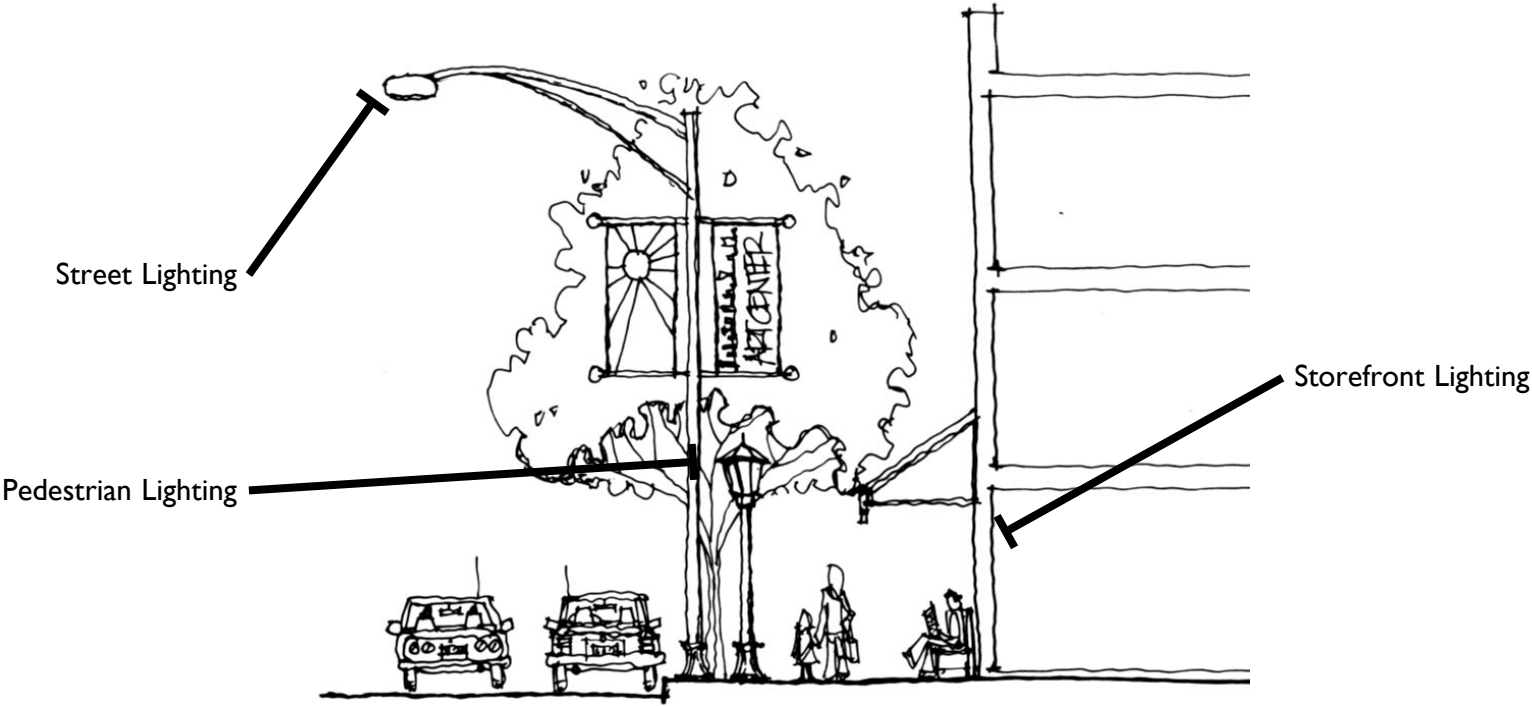
A facade improvement grant program could be examined with incentives that may be distributed. The program should also include signage and should specifically encourage new and interesting signage types.



Encourage new signage on storefronts

Nighttime Lighting

There are three basic zones of lighting a Downtown - street lighting, pedestrian lighting, and storefront lighting. The first two are generally effective but due to spacing and obstructions such as street trees and signage can have long shadows and dark areas. The most effective way to supplement these areas is with indirect lighting cast from shopfront windows. Simple lighting of display windows can provide a measure of security to pedestrians by ensuring an even allocation of light on the sidewalk area.



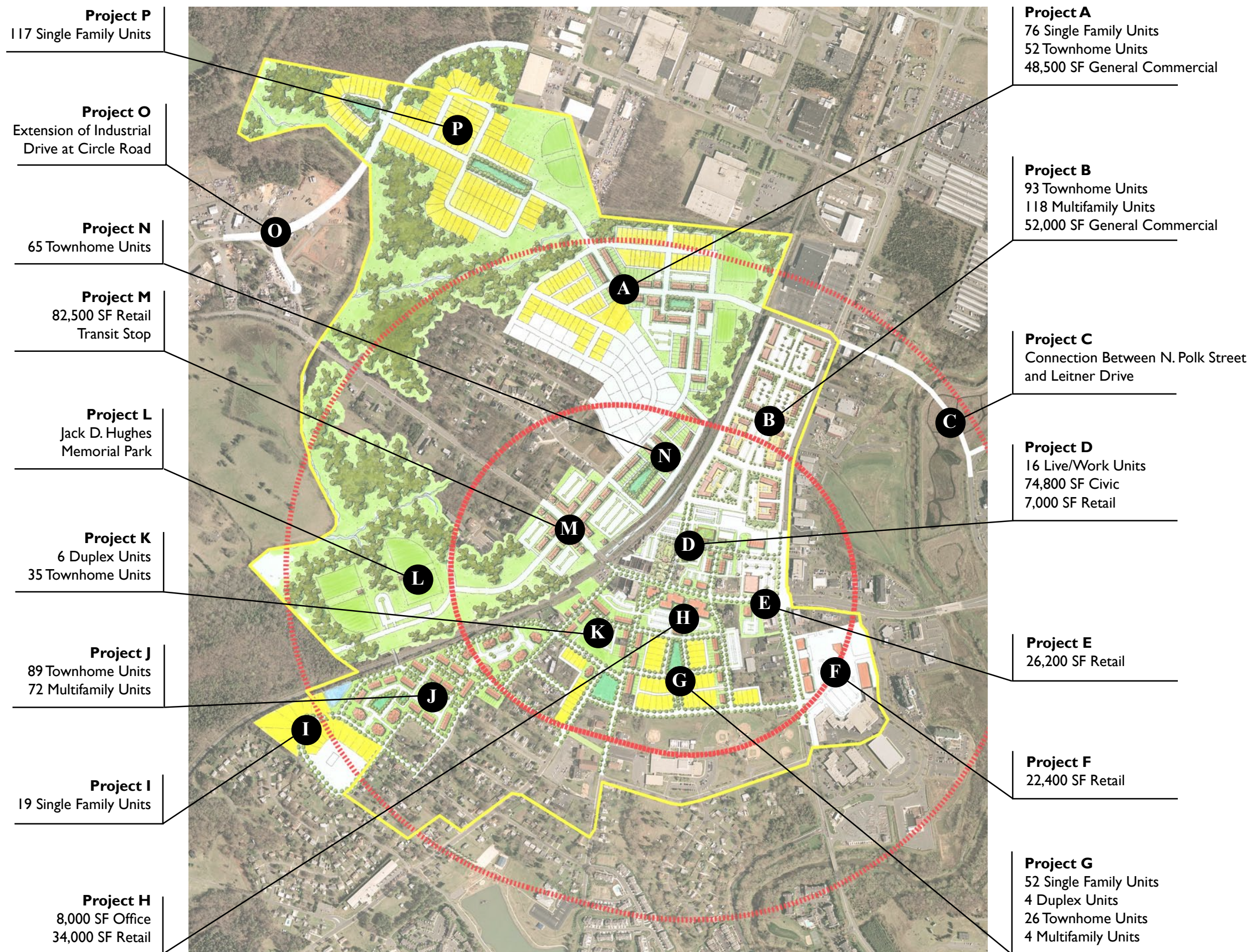
KEY RECOMMENDATIONS FOR URBAN DESIGN

- Encourage the placement of various forms of public art throughout the downtown.
- Encourage the use of new and interesting signage for shops and restaurants.
- Encourage shops to leave window display lights and/or interior lights on during evening hours to provide better night lighting throughout the Downtown area.
- Investigate a Facade Improvement grant program to encourage storefront and signage re-investment.

Development Analysis

TAXABLE VALUE ANALYSIS	
Predevelopment Land Value	\$29,720,650
Total Post-Development Bldg Valuation	\$91,011,000
Net Post Development Taxable Value	\$120,731,650
Other Existing Development Value	\$37,232,250
Total Downtown Area Taxable Value	\$157,963,900
Net Annual Tax Value	\$473,892
10 Year Return	\$4,738,917
20 Year Return	\$10,662,563

Project	Single Family	Duplex	Townhome	Multi-Family	Live-Work	Gen. Comm.	Office	Retail	Civic	Other	On-Site Parking	On-Street Parking	Units Removed	Notes
A	76		52			48500					202	70	0	Undeveloped land
B			93	118		52,000					496	230	2	Redevelopment of commercial properties.
C										Street				
D					16			7000	74800		64	5	5	Relocation of Town Hall, Police Station, Post Office, and Fire Department; New Fire Station; Live/Work near Main Street; Redevelopment of commercial properties
E								26200			155		5	Proposed Walgreen's Site; Redevelopment of Restaurant Site
F								22400					0	Proposed outparcels at existing shopping center
G	52	4	26	4									14	Development of mostly vacant land along new neighborhood connector; Units along new road at Oakley; Development along new road (and closing a portion of Cone)
H							8000	34300			170	80	4	Road realignments and redevelopment.
I	19												0	New SF development near Legion Building
J			89	72									1	Mill Site and development along road extension
K		6	35										10	Town owned property and a large portion of land to be developed (has one owner)
L										Parkland				Development of Jack D. Hughes Memorial Park
M								82500		Transit	361	64	2	Development to replace car sales; NW and NE corner of Cranford at 51; Transit Stop location
N			65										2	Residential behind new commercial along 51
O										Street			0	Extension of Industrial Drive at Circle Road
P	117												0	Undeveloped land
Totals	264	10	360	194	16	100500	8000	172400	74800	0	1448	449	45	
Construction Value	\$100,000	\$160,000	\$70,000	\$70,000	\$50,000	\$70	\$110	\$90	\$150	\$25				
Total Value	\$26,400,000	\$1,600,000	\$25,200,000	\$13,580,000	\$800,000	\$7,035,000	\$880,000	\$15,516,000	\$11,220,000	\$0				



Implementation Strategies

In order for the vision and recommendations expressed by The Downtown Master Plan to be realized, specific implementation steps will need to be taken by the Town of Pineville. Many of the implementation steps seek to provide the conditions under which the vision can be achieved, by way of providing sensible land use regulation, necessary public investments, the development of appropriate programs and policies, and other actions.

The implementation of this Plan will depend on action being taken to:

- Revise existing development regulations;
- Undertake more detailed studies to resolve and explore the opportunities and constraints identified by this Plan;
- Promote and assist specific objectives; and,
- Make infrastructure investments.

The execution of the implementation steps will likely be phased and is subject to a variety of factors, which determine their timing. These include:

- The availability of personnel and financial resources necessary to implement specific proposals;
- Whether an implementation step is a necessary precursor to or component of the rational evaluation of a new development project;
- The interdependence of the various implementation tasks, in particular, the degree to which implementing one item is dependent upon the successful completion of another item; and,
- The relative severity of the challenge which a particular implementation task is designed to remedy.

In view of these factors, it is not possible to put forward a precise timetable for the various implementation items. The priority for implementation will be listed by the period in which items should be completed. Year 1 items are the highest priority while Year 10+ project could be completed as resources allow. It is expected that Year 1 items would be completed during the 2005-2006 Fiscal Year.

Key:

Town - Town of Pineville
CATS - Charlotte Area Transit System
NC DOT - North Carolina Department of Transportation

Page Number	Project/Task	Implemented By	Coordination With	Year 1	Year 2-5	Year 5-10	Year 10+
STUDIES, PLANS AND COORDINATION							
18	Study the feasibility of a connection from NC 51 to Downs Circle to Industrial Drive to North Polk Street as a thoroughfare.	Town	NC DOT	✕			
18	Study the feasibility of a connection from Leitner Drive to North Polk Street.	Town	NC DOT	✕			
23	Complete a strategic plan for public and semi-public buildings.	Town	US Post Office	✕			
26	Develop a prototypical streetscape treatment for Main Street including curb, sidewalk, lighting, tree, and signage detail.	Town	NC DOT	✕			
30	Develop a prototypical streetscape treatment for Polk Street including curb, sidewalk, lighting, tree, and signage detail.	Town	NC DOT	✕			
18	Study feasibility of a light-rail station in the northwest quadrant of the railroad track and NC 51.	CATS	Town		✕		
18	Study the feasibility of an at-grade crossing of the railroad at Commerce Drive.	Town, Property Owners	Norfolk Southern Railroad, CATS		✕		
18	Study the feasibility of a "bypass" from I-77 to Lancaster Highway to the south of the Town.	NC DOT, SC DOT			✕	✕	
20	Centrally manage all parking lots within the Downtown core.	Town	Property Owners		✕		
20	Install coordinated wayfinding, signage, and lighting for all parking lots.	Town			✕		
20	Reserve a location for a 400+ car parking deck to accommodate future development and transit parking.	Town, CATS			✕		
21	Encourage the application of LEED building standards for all new civic buildings.	Town			✕	✕	✕
21	Install "green" roof systems on all new civic buildings.	Town			✕	✕	✕
28	Investigate the feasibility of a light-rail transit platform in the northwest corner of the railroad tracks and NC 51.	Private Developers	Town		✕		
28	Evaluate the sale of the frontage property currently associated with Jack D. Hughes Park for mixed-use development.	Private Developers	Town		✕		
32	Secure a purchase option for the Mill Site and issue an RFP for developers for the site redevelopment.	Town	NC Local Government Commission		✕		
POLICY AND ORDINANCE AMENDMENTS							
20	Eliminate minimum parking requirements for existing Downtown buildings.	Town		✕			

Page Number	Project/Task	Implemented By	Coordination With	Year 1	Year 2-5	Year 5-10	Year 10+
20	Promote shared parking, especially for uses that have opposite “peak” parking times, within the area.	Town		✕			
21	As development occurs, ensure complete protection of the floodplain areas around Downtown Pineville.	Town	Property Owners	✕	✕	✕	✕
26	Adopt new design standards that improve the pedestrian realm and overall aesthetic of the area.	Town		✕			
28	Permit higher density along Main Street and Cranford Drive to support the Main Street with pedestrian activity.	Property Owners, Developers	Town	✕	✕	✕	✕
30	Adopt design standards for Polk Street (North and South) that minimize the visual impact of parking lots, improve the existing pedestrian realm, and establish gateway elements such as coordinated lighting and signage.	Town		✕			
30	Reduce parking requirements and encourage shared parking to encourage redevelopment on under-utilized lots.	Town		✕	✕	✕	✕
21	Consider implementing Low Impact Development (LID) Standards for the Town.	Town			✕		
36	Dedicate right-of-way or construct a portion of a regional road connection from Downs Circle to Industrial Drive.	Property Owners, Developers	Town, NC DOT			✕	✕
36	Permit higher density development with 1/2 mile of Downtown with a gross average density of 5 units/acre.	Developers	Town	✕	✕	✕	✕

CAPITAL IMPROVEMENTS							
18	Install interim traffic diverters and road improvements to send through-traffic down Meyer Street to Johnston Street.	Town		✕			
26	Replace Bradford Pear trees with a larger variety tree that can be limbed up to expose the storefront along Main Street.	Town		✕			
28	Provide interim access to Jack D. Hughes Memorial Park from Reid Lane.	Town		✕			
18, 36	Construct the planned greenway system along Sugar Creek.	Town, Mecklenburg County	Property Owners		✕	✕	
18	Improve the rail crossing with rubberized material.	Town	Norfolk Southern Railroad		✕		
18, 26	Realign Johnston Drive to align with the intersection of Church Street at Main Street.	Town	Property Owners		✕		
18, 26	Realign and extend Oakley Street across Main Street to the west of the Samuel Younts House.	Town	Property Owners		✕		
18, 28	Construct a pedestrian/bicycle crossing from the Mill site to Jack D. Hughes Memorial Park.	Town, Developer	Norfolk Southern Railroad, CATS		✕		

Page Number	Project/Task	Implemented By	Coordination With	Year 1	Year 2-5	Year 5-10	Year 10+
18	Design and implement minor widening of Polk Highway from north of its intersection with College Street south to its intersection with Lowry Street.	NC DOT	Town		X		
20	Provide on-street parallel parking along wherever feasible near Main Street within the study area.	Town	NC DOT		X	X	
20	Extend on-street parking along Main Street to the west side of the railroad tracks in front of new commercial.	Developers	NC DOT, Town		X	X	
23	Construct a civic plaza or similar public space with frontage on Main Street.	Town			X		
28	Provide primary access to Jack D. Hughes Memorial Park from a new four-way intersection at Main Street and Cranford Drive.	Town, Developers			X		
30	Bury or relocate existing overhead utilities.	Town, Utility Providers	NC DOT		X	X	X
34	Construct public spaces such as squares and greens to offset infill density.	Town, Developers			X	X	X
36	Pursue vehicular rail-crossing to Commerce Drive.	Developer	Town, Norfolk Southern Railroad, CATS		X	X	
18	Extend Church Street north along the railroad tracks to Commerce Street.	Property Owners				X	
SUPPORT AND ASSISTANCE							
28	Permit the extension of the Main Street retail district across the railroad tracks to just west of Cranford Drive.	Developers	Town	X			
30	Encourage mixed-use development on tracts between North Polk Street and the railroad tracks.	Developers	Town	X			
32	Encourage mixed-use, residentially-scaled development that extends the street grid and is complementary of the neighborhoods.	Developers	Town	X			
34	Preserve the historic mill home area using preservation tools such as a Historic District.	Town	Charlotte-Mecklenburg Landmarks Commission	X			
34	Work with the Charlotte-Mecklenburg Landmarks Commissions to rehabilitate and resell old homes using the revolving loan fund.	Charlotte-Mecklenburg Landmarks Commission	Property Owners	X			
34	Encourage assemblage of the undeveloped and/or underdeveloped parcels so that redevelopment can occur in a planned, comprehensive manner.	Town, Developers	Property Owners	X			
34	Encourage higher-density, mixed-use development in the northern area to encourage pedestrian activity Downtown and to the School.	Developers	Town	X			
36	Encourage the use of public open space as an organizing element in the site design.	Developers	Town	X			

Page Number	Project/Task	Implemented By	Coordination With	Year 1	Year 2-5	Year 5-10	Year 10+
43	Encourage shops to leave window display lights and/or interior lights on during evening hours to provide better night lighting throughout the Downtown area.	Business Owners, Property Owners		✕			
43	Encourage the placement of various forms of public art throughout the downtown.	Business Guild, Arts Groups	Property Owners		✕		
43	Encourage the use of new and interesting signage for shops and restaurants.	Business Owners, Property Owners	Business Guild, Town		✕		
MARKETING, BUSINESS, AND PROGRAM DEVELOPMENT							
39	Adopt a “popular” logo for marketing and branding.	Town	Business Guild	✕			
39	Implement Gateway Signs and Street Banner Program.	Town	Business Guild	✕			✕
39	Form the Shop Pineville Business Guild.	Business Owners, Property Owners		✕			
39	Adopt a Visitor Friendly Website.	Town		✕	✕	✕	✕
18	Connect visitors with the shopping venues of Main Street and Carolina Place Mall using public transit shuttles.	CATS	Town, Business Guild		✕		
40	Begin Selective Co-Op Ad Placement.	Business Guild			✕		
40	Implement Event Banner Program.	Town, Business Guild			✕		
40	Implement Antiques Event Series.	Town, Business Guild			✕		
40	Host a Familiarization Tour of Pineville for Regional Press.	Business Guild	Downtown Business Association		✕		
43	Investigate a Facade Improvement grant program to encourage storefront and signage re-investment.	Town	Business Guild		✕		
41	Convert the Shop Pineville Business Guild into a Business Improvement District.	Town	Property Owners			✕	
41	Implement Comprehensive Wayfinding System.	Town	Business Guild			✕	



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